**[](https://www.smartsheet.com/try-it?trp=11988&utm_source=template-word&utm_medium=content&utm_campaign=Advertising+Creative+Brief-word-11988&lpa=Advertising+Creative+Brief+word+11988)ADVERTISING CREATIVE   
BRIEF TEMPLATE**

|  |  |
| --- | --- |
| PROJECT  NAME |  |
| BRAND |  |
| PRODUCT |  |

project

|  |  |
| --- | --- |
| PURPOSE  Why? |  |
| OPPORTUNITY  Ultimate impact? |  |

ELEMENTS

What are the fundamental components of the project?

|  |  |
| --- | --- |
| COMPONENT | TIME FRAME |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

OBJECTIVE

What does the project work to achieve?

|  |
| --- |
|  |

TARGET AUDIENCE

|  |  |
| --- | --- |
| PROJECT TARGET  Who are we trying to reach? |  |
| BRAND TARGET  Who does the brand speak to? |  |

ATTITUDE

|  |  |
| --- | --- |
| PROJECT TONE  What traits are we trying to convey? |  |
| BRAND PERSONALITY  What characteristics define the brand? |  |

message

|  |  |
| --- | --- |
| THE TAKEAWAY  What is the key idea to be remembered? |  |

comments and approval

|  |  |
| --- | --- |
| COMMENTS |  |

|  |  |  |  |
| --- | --- | --- | --- |
| APPROVAL | NAME | SIGNATURE | DATE |
|  |  |  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |