**[](https://www.smartsheet.com/try-it?trp=10680&utm_source=template-word&utm_medium=content&utm_campaign=Simple+Creative+Brief-word-10680&lpa=Simple+Creative+Brief+word+10680)SIMPLE CREATIVE BRIEF   
TEMPLATE**

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

|  |  |  |
| --- | --- | --- |
| ROLE | NAME | CONTACT |
|  |  |  |
|  |  |  |
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|  |  |
| --- | --- |
| PROJECT OVERVIEW  Purpose and opportunity. |  |

|  |  |
| --- | --- |
| OBJECTIVE   What does the project work to achieve? |  |

|  |  |
| --- | --- |
| TARGET AUDIENCE  Who are we trying to reach? |  |

|  |  |
| --- | --- |
| MESSAGE  What is the key idea to be remembered? |  |

|  |  |
| --- | --- |
| ATTITUDE  Style and tone. |  |

SCHEDULE

Projected timeline, important dates, deadlines, etc.

|  |  |
| --- | --- |
| TIME FRAME | OBJECTIVE |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

BUDGET

|  |  |
| --- | --- |
| AMOUNT | DESCRIPTION |
|  |  |
|  |  |

|  |  |
| --- | --- |
| COMPETITION  Who are we going up against? |  |

|  |  |
| --- | --- |
| DELIVERABLES AND FORMAT  Describe the key pieces we need to produce. |  |

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

|  |
| --- |
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