***Instructions:***

* *Click* ***File → Make a copy****, then fill out the right column with your creative brief details.*
* *Go to* ***Insert → Headers & Footers*** *→ replace Worksuite with your logo. Delete the blue text.*

# **CREATIVE BRIEF**

| **Project objective** | *What’s the project’s objective?* |
| --- | --- |
| **The problem that needs solving.**  | *What’s the challenge or problem we’ve encountered that we are trying to fix?* |
| **What does success look like?** | *Determine what success looks like, including at least one metric or KPI the project should hit. What challenge are we trying to solve? Is there a timely, measurable ROI for this project?* |
| **Identify roles within the project.** | *Team -* *Project Manager -* *Informed -* *Stakeholders -*  |
| **Target audience** | * *Who is this for?*
* *What are the pain points?*
* *Demographic and behavioral data about the audience*
 |
| **Key message** | *What’s the ONE THING the audience needs to walk away with after interacting with the project?* |
| **Branding guide** | *Share a link to the branding, tone, and voice style guide.* |
| **If applicable, external client background** | *Include background information on the client’s background, achievements, previous campaigns, where they are located, what they focus on.* |
| **Budget** | *Total budget and breakdown of items, including freelancer budgets.* |
| **Guidelines and examples of past projects** | *Links to past projects, relevant documents, guidelines, competitor information, etc.* |
| **Main deliverables** | *Outline the exact items (with platform and channel distribution details) that must be delivered at the end of the project.* |
| **Deadlines** | *Kick-off meeting:* *Creative brief approval:* *Deliverable V1 due to stakeholder:* *Second review due to stakeholder:* *Send off with final edits:* *Launch:* *Measure metrics timeline:*  |