

Creative Brief

nysys
Interactive

<p>Project Summary:</p> <p>Clear, concise description of project – keep this as brief as possible</p>	
<p>Target Audience:</p> <p>Whom are you trying to attract? Be specific to be effective.</p>	
<p>Key Messages:</p> <p>One or two key “ideas” – those most important to the project’s success.</p>	
<p>Key Benefits:</p> <p>What’s in it for the audience?</p>	
<p>Background/Competitive Positioning:</p> <p>Briefly discuss the competition, market realities, obstacles, etc.</p>	
<p>Communication Strategy:</p> <p>Indicate any specific elements to be included (logos, key visual images, key words and phrases, key contact information, specific internet links etc.)</p>	
<p>Desired Message Tone:</p> <p>How do you want the message perceived -- creative, fun, warm, active?</p>	
<p>Project Timeline:</p> <p>Indicate major milestones.</p>	

<p>Other:</p> <p>Add any key information, image or diagram ideas, not covered by the previous items.</p>	
Prepared by:	
For (Company/Club/Association) :	
Phone :	
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