

# SIMPLE CREATIVE BRIEF

## AGENCY NAME

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## PROJECT AND CATEGORY

What is the purpose of the agency and what opportunities are available for its success?

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## OBJECTIVE AND CHALLENGES

What does the agency seek to achieve and what challenges hinder this?

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## TARGET AUDIENCE

Who are we trying to reach and where can they be found?

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## COMPETITION

Who are we going up against?

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**MESSAGE**

What is the key idea to be remembered about the agency?

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**ATTITUDE**

What will be the style and tone of the agency?

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**DELIVERABLES AND FORMAT**

Describe key pieces to be produced.

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**SCHEDULE**

Projected timeline, important dates, deadlines, who is responsible etc.

ACTIVITY	DEADLINE	ASSIGNED TO