*Note boxes will expand to accommodate verbiage. Try to keep Creative Brief to no more than two pages.*

# Creative | Discovery Brief

**Client Organization:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Client Phone:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Fax:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Email:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Client Address:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Street City State Zip Code

**Project Summary:** *Clear, concise description of project – keep brief.*

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**Target Audience:** *Who are you trying to attract? Be specific.*

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**Key Messages:** *One or two key “thrusts” – those most important to the project’s success.*

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**Key Benefits:**  *What’s in it for the audience?*

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**Background/Competitive Positioning:** *Briefly discuss the competition, market realities, obstacles, etc.*

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**Communication Strategy:** *Indicate types of media and any specific elements to be included (logos, key contact information, etc.)*

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**Desired Message Tone:** *How do you want the message perceived -- creative, innovative, fun?*

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**Project Timeline:** *Indicate major milestones.*

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**Anticipated Budget:**

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**Other:** *Add any key information not covered under the above items.*

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**Prepared by:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Approved by:**

**Client’s Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Client’s Title:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_