

410 Creative Brief Template

Date:

Prepared by:

Project name:

PROJECT CONCEPT

Provide a two-sentence summary that describes the conceptual basis of this project. An "elevator pitch", if you will.

OBJECTIVES

List the goals for the project (for example, to increase viewership, to promote a cause, or to increase commerce).

AUDIENCE

Describe the audiences (primary and secondary) for this project/product. Include any information that you have about the audience (demographics, etc.).

ASSUMPTIONS AND RESEARCH

Describe any data, analysis and research on your spot's subject or concept that could inform the project's design.

COMPETITIVE LANDSCAPE

What has traditionally been done in the past for this sort of spot? What are you going to do to improve it? Why does yours need to exist?

METHODS AND SOFTWARE TO BE USED (Live footage? Stop motion? Frame-by-frame?)

OTHER CREATIVE NOTES