

**BRANDASTIC**

# Creative Brief Template

## WHAT'S INCLUDED:

Project Overview

Objectives

Brand Strategy

Creative Requirements

Deliverables

Budget

Timeline & Review Process

Competitive Analysis

# Project Overview

## THE DETAILS

Driver:	<input type="text"/>	Campaign Name:	<input type="text"/>
Approver:	<input type="text"/>	Campaign Timeline:	<input type="text"/>
Contributors:	<input type="text"/>	Creative Request Due:	<input type="text"/>
Informed:	<input type="text"/>	Status:	<input type="text"/>

## AT A GLANCE

**Goal:** *Explain why you're launching this project.*

**Opportunities:** *List the opportunities*

**Challenges:** *List the challenges*

**Competitive Environment:** *Describe the competitive environment*

**Selling Points:** *List the selling points that set you apart from competitors*

**Value Propositions:** *List the main value propositions you want to highlight*

# Objectives

Summarize the overall business objective for the creative request in 1-2 sentences.  
If you have more than one objective, organize them by priority.  
Try to link your business goals to measurable KPIs.

Objectives:	Priority: High / Medium / Low

# Brand Strategy

Explain your strategy and how the creative request helps you achieve your goals.

# Creative Requirements

## CONCEPT STATEMENT

Summarize what you’re trying to communicate to your customers and what you hope the creative request will achieve.

## TARGET AUDIENCE

List the customer types and audiences that the creative request is targeting. If you have more than one target market, organize them by priority.

Target Audience:	Priority: High / Medium / Low

## PRE-CREATIVE & POST-CREATIVE BEHAVIOR

Pre-Creative:	Post-Creative:
Describe how customers think about your product now.	Describe how customers should think about your product after they see the creative request

# Creative Requirements

## KEY MESSAGE

Summarize the most important message the customer should understand after seeing the creative request,

## REASON TO BELIEVE

Explain why the customer should believe the messages you’re trying to communicate with the creative request.

## TONE OF VOICE & PERSONALITY

### Emotions:

List the emotions or moods that the creative request should communicate.

EXAMPLE:

Excited, hopeful, cautious

### Personality:

List the personality traits that the creative request should communicate.

EXAMPLE:

Professional, trustworthy, funny

# Deliverables

<div>Deliverable:</div> <div>Example: Banner Ad</div>	<div>Channel:</div> <div>Example: LinkedIn</div>	<div>Specifications:</div> <div>Example: 728×90 px</div>	<div>Owner:</div> <div>Mention the owner</div>



# Budget

What is the anticipated budget for the request?

# Timeline & Review Process

**Deliverables due date:**

**Approval Process:**

*Example: Expect at least 3 rounds of creative reviews and schedule several days for design and feedback after each round.*

**Creative Reviewers:** *List the team members*

# Competitor Analysis

Include screenshots or links to creative examples from competitors.

Competitor:	Creative Examples: