



## Outline for a Creative Brief

Project Name \_\_\_\_\_

Strategic Objective (for example, Increase First-Year Subscriber Retention)

Tactical Goal of This Project

Target Market Segment

Primary

Secondary

Channel or Medium

Product

Primary Message or Offer

Secondary Message

Desired Response

How Response Will Be Measured

Budget

Expense

Revenue

Schedule and Timing

Branding and Graphic Identity

Personality, Tone or Mood

Draft Text

Format and Design Considerations

Non-Text Imagery

Graphics

Audio

Video

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