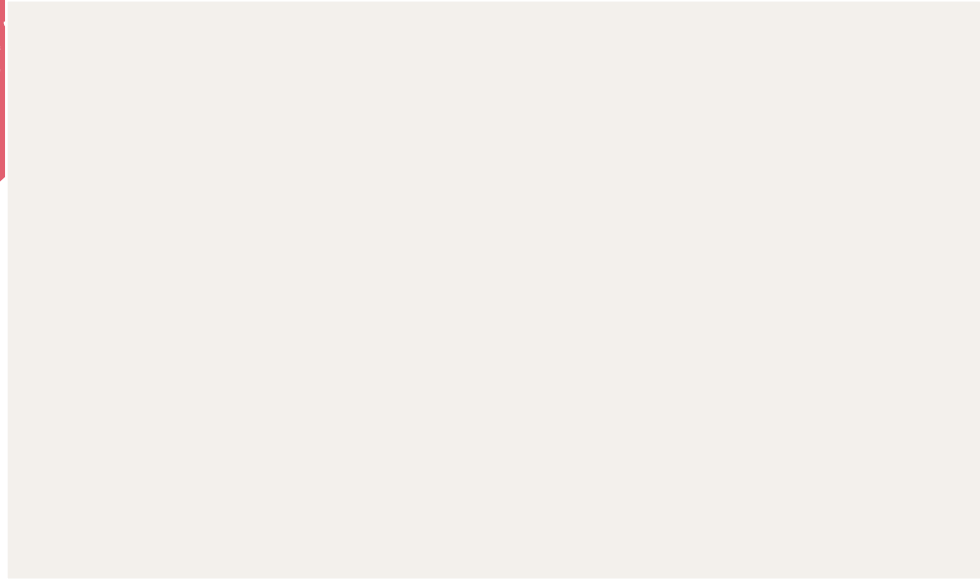


CREATIVE BRIEF TEMPLATE

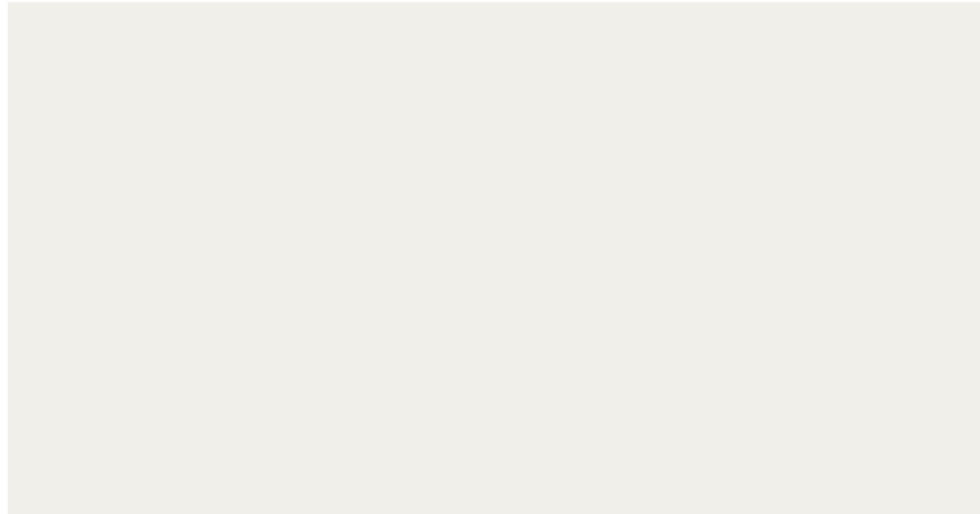
Creative Brief for

[enter title of project]

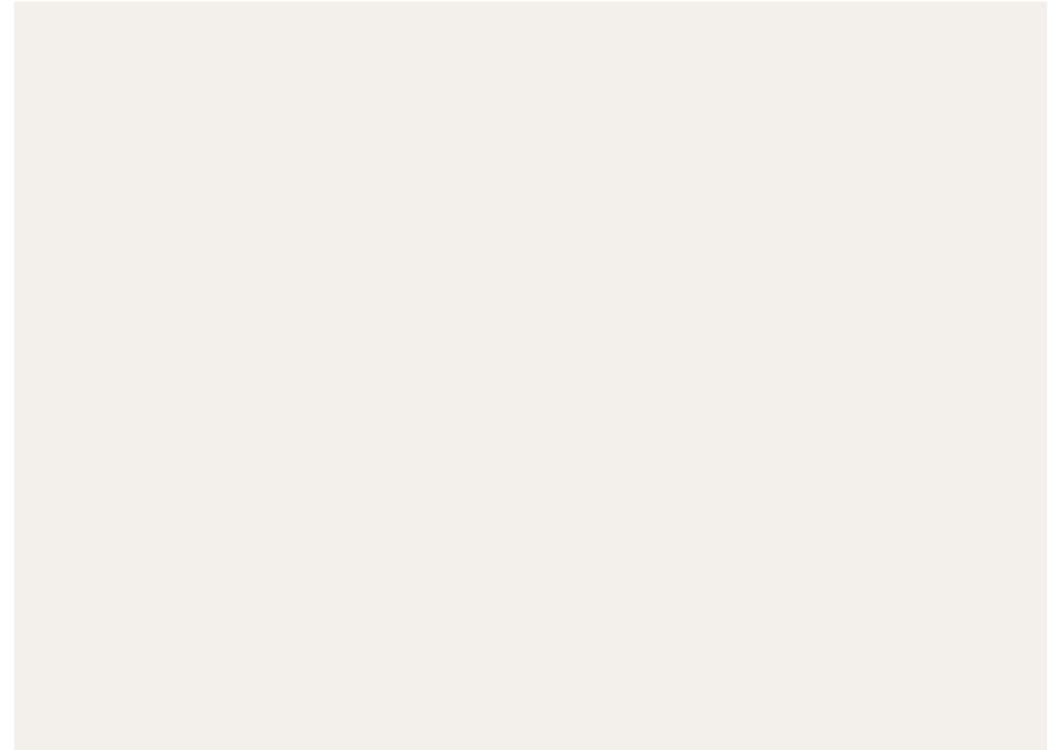
1. BACKGROUND / INTRODUCTION [what it's all about]



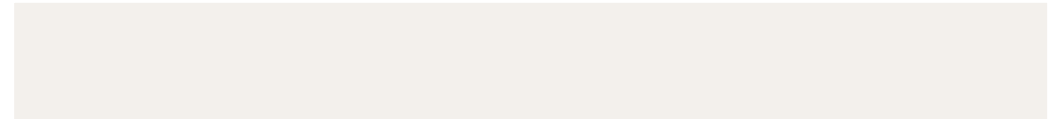
2. DESIRED OBJECTIVES [what you hope to get out of it at the end]



SCOPE OF WORK [exactly what you want them to do]



TIMING [any deadlines you have or required completion date]



BUDGET [if known]

