

# Brief Template

Project Title: .....

Client Name: ..... Brand: .....

Product: .....

Point of Contact Name: .....

Email: ..... Phone Number: .....

Address: .....

**Project** - Purpose and opportunity:

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**Objective** - What does the project work to achieve:

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**Target Audience** - Who are we trying to reach?

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**Attitude** - Style and tone:

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**Message** - What is the key idea to be remembered?

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**Deliverables** - Describe key pieces to be produced:

- ..... • ..... • .....
- ..... • ..... • .....
- ..... • ..... • .....

**Schedule** - Projected timeline, important dates, deadlines, etc:

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**Budget:**

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**Production Considerations:**

Size: .....

Quantity: .....

Location: .....

**Existing Brand Assets** - List and email the attachments:

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