

# CREATIVE BRIEF

getsagely.co

AI READY

Agency creative brief template – free to use and adapt

## 01 Project Details

PROJECT NAME

CLIENT

BRAND

DATE

VERSION

PROJECT TYPE

INTERNAL REFERENCE

## 02 Background & Context

BUSINESS SITUATION – What has prompted this project?

RELEVANT HISTORY – What has been tried before? What worked or didn't?

## 03 Objective

WHAT DOES THIS PROJECT NEED TO ACHIEVE?

SUCCESS METRIC

TARGET RESULT

## 04 Target Audience

WHO ARE WE TALKING TO? (Demographics / Psychographics / Job role)

WHAT DO THEY CURRENTLY THINK?

WHAT DO WE WANT THEM TO THINK / FEEL / DO?

Current perception or awareness level

Desired shift after seeing the creative

## 05 Key Message

THE SINGLE MOST IMPORTANT THING THE AUDIENCE SHOULD TAKE AWAY

One sentence. If you can't say it in one sentence, it's not ready yet.

SUPPORTING MESSAGES

1.
2.
3.

## 06 Tone & Voice

TONE DESCRIPTORS – tick all that apply

- Bold  Warm  Playful  
 Professional  Authoritative  Minimal

ADDITIONAL TONE NOTES (optional)

e.g. Avoid jargon, use active voice, informal register...

BRAND DO'S

BRAND DON'TS

- |                         |                         |
|-------------------------|-------------------------|
| 1. <input type="text"/> | 1. <input type="text"/> |
|-------------------------|-------------------------|

## 07 Deliverables & Specs

| DELIVERABLE | FORMAT | SIZE / SPECS | QTY | DUE DATE |
|-------------|--------|--------------|-----|----------|
|             |        |              |     |          |
|             |        |              |     |          |
|             |        |              |     |          |
|             |        |              |     |          |
|             |        |              |     |          |

---

08 **Approvals & Sign-off**

CREATIVE DIRECTOR

ACCOUNT MANAGER

CLIENT

Print name

Print name

Print name

SIGNATURE

SIGNATURE

SIGNATURE

Name + signature

Name + signature

Name + signature

DATE APPROVED

DD / MM / YYYY

---

Generated by [getsagely.co](https://getsagely.co) • Free creative brief template • Adapt for your agency