

# Creative Brief Sheet

Client/brand name:

Category/market sector:

Campaign title:

Campaign dates: (start/finish)

Campaign budget: (approx)

Main campaign contact:

## Overview

Please give a brief outline of the project

## Deliverables needed

E.g. copy, design, printed materials, mailing solutions, web design, advertising etc.

## Target audience

Who are the target audience? Where/how will they receive the final product? Is there anything that should be avoided for this audience?

## Unique selling point

What is/are the USP(s) of the product/service?

## Key messages

Prioritize the top features/benefits you want to say about the product/service?

## Response

Who will be responsible for signing off the various stages of development?

If this person is not available, who will be responsible for signing off?

Will any third party need to give their approval?

## Other information

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