

Creative Brief

Prepared by: :

For (Company) :

Phone :

Email :

Address :

:

:

nysys
Interactive

Project Summary:

Clear, concise description of project – keep this as brief as possible

Target Audience:

Whom are you trying to attract? Be specific to be effective.

Key Messages:

One or two key “ideas” – those most important to the project’s success.

Key Benefits:

What’s in it for the audience?

Background/Competitive Positioning:

Briefly discuss the competition, market realities, obstacles, etc.

Communication Strategy:

Indicate any specific elements to be included (logos, key visual images, key words and phrases, key contact information, specific internet links etc.)

Desired Message Tone:

How do you want the message perceived -- creative, fun, warm, active?

Project Timeline:

Indicate major milestones.

Anticipated Budget:

Other:

Add any key information not covered by the previous items.

Prepared by: _____ (Company Representative)

Date: _____

Please email this brief to nigel@nysys.co.uk

Or alternatively by post to
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