

Hungry4Web

YOUR 24-HOUR DESIGNER DINER

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Creative Brief

today's date:

CLIENT		CLIENT/PRODUCT DESCRIPTION	
CLIENT CONTACT		PROBLEM TO BE SOLVED/OBJECTIVE	
Name			
Phone			
Email		WHAT DO YOU WANT TO SAY?	
FINAL OUTPUT/ COMMUNICATE VIA			
website	stationery		
logo	newsletter		
ad	catalog		
mailer	signage		
invitation/card	display/POP		
business card	brochure/flyer		
other:			
PRODUCTION SPECS (if known)		WHAT DO YOU WANT TO SAY?	
size(s):			
color(s):	4 Color B&W Pantone Colors		
other notes:			
DUE DATE/TIMELINE		WHAT DO YOU WANT TO SAY?	
First proof:	Final proof:		
Files to client/printer/uploaded: (if applicable)			
Additional info:			

Creative Brief

KEY FACTS

TONE/GUIDELINES

PROMISE/BENEFIT

BACKGROUND MATERIALS/OVERVIEW

UNIQUE SELLING PROPOSITIONING

ANY OTHER IMPORTANT DETAILS

TARGET AUDIENCE