

# Creative Brief

Date:	Wednesday, September 22, 2010
Version:	
Prepared By:	
Approved By:	

 Send dossier feedback to Zengobil!

## Client Information

Company Name:	
Primary Contact:	
Phone:	
Email:	
Account #:	

### What business issues does your client face?

1.	
2.	
3.	
4.	
5.	

### What are the client's expectations?

1.	<input type="radio"/>	
2.	<input type="radio"/>	
3.	<input type="radio"/>	
4.	<input type="radio"/>	
5.	<input type="radio"/>	

### How can you exceed the client's expectations?

1.	<input type="radio"/>	
2.	<input type="radio"/>	
3.	<input type="radio"/>	
4.	<input type="radio"/>	
5.	<input type="radio"/>	

## Project Summary

Title:	
--------	--

### ▼ Overview


### ▼ Background


### Primary Goals

1.	<input type="radio"/>	
2.	<input type="radio"/>	
3.	<input type="radio"/>	
4.	<input type="radio"/>	
5.	<input type="radio"/>	

### Secondary Goals

1.	<input type="radio"/>	
2.	<input type="radio"/>	
3.	<input type="radio"/>	
4.	<input type="radio"/>	
5.	<input type="radio"/>	

## Target Audience

### ▼ Demographics

Occupation, age range, gender, education, income, etc...

### ▼ Target Insight

Who is the target and what do they care about?

## Guidelines

### Brand Attributes: What adjectives best describe your client's product or service?

•	
•	
•	
•	
•	

### Branding Guidelines: How does the client want their audience to respond to their product or service?

•	
•	
•	
•	
•	

### Aesthetic Guidelines: What are some specific visual goals you should convey?

1.	<input type="radio"/>	
2.	<input type="radio"/>	
3.	<input type="radio"/>	
4.	<input type="radio"/>	
5.	<input type="radio"/>	

### Technical Guidelines: What technical requirements must be met? (size, format, colors, etc.)

1.	<input type="radio"/>	
2.	<input type="radio"/>	
3.	<input type="radio"/>	
4.	<input type="radio"/>	
5.	<input type="radio"/>	

### Marketing Guidelines: What mandatory elements must be included? (logos, company name, website, etc.)

1.	<input type="radio"/>	
2.	<input type="radio"/>	
3.	<input type="radio"/>	
4.	<input type="radio"/>	
5.	<input type="radio"/>	

## Communication Strategy

Key Message:	State a single-minded word or phrase that you must communicate.
--------------	---

### ▼ What is the overall message the client is trying to convey to the target audience?


### ▼ How will you convey the message?


## Competitive Positioning

### ▼ Who is your client's competition?


### ▼ How is your client's product different from their competition's products?


### ▼ How is your client's company different from their competition?


## Personal Observations

### ▼ What is your impression of the client?


### ▼ What is your impression of the client's needs?
