

# EclecticBeaver Creative Brief

Fill out this form in order to give me the best perspective & direction for your project.

Client:

Date:

## Creative Project Guidelines

**Title & Description** (Title suggestion and short description of the creative work you want):

**Goals & Objectives** (Provide measurable goals & clearly state your objectives for the creative work):

**Audience** (Provide demographics, customer persona, and any other useful information regarding your target audience):

**Messaging & Tone** (Provide the intent of the message as to whether it is informative, persuasive, or opined. Is there a Call-To-Action [CTA]? Are there brand guidelines to consider in the messaging?):

**Assets and Deliverables** (For example: image or illustration dimensions, number of versions, design elements, word count, etc. Also, deliverables would be what you expect at the end of the project like an advertisement, product description, or article, post or blog):

**Budget** (What is your budget for the creative project? Budget for content writing, copywriting, illustrations, graphics, etc.):

**Timeline** (Providing schedule for deadlines pertaining to each step of the creative process. For example: a kickoff meeting (video-conference), beginning and end date for creative project, etc.):

**Distribution Process** (Website, social media, email, etc.):