

CREATIVE BRIEF

QUESTIONNAIRE

by  htmlBurger®

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QUESTIONNAIRE

PROJECT DETAILS

	<i>Project name:</i>	<input type="text"/>	
<i>Timeframe:</i>	<input type="text"/>	<i>Project manager:</i>	<input type="text"/>
<i>Delivery Date:</i>	<input type="text"/>	<i>Client:</i>	<input type="text"/>

PROJECT BACKGROUND

Why are you launching this project?

What problem are we solving for the company?

PROJECT OBJECTIVE

What are the key benefits you expect from the project?

TARGET AUDIENCE

Who are your ideal customers?

What is the primary target persona?

What is the secondary target persona?

DELIVERABLES

What are the deliverables for this project?

(Please, be specific so we can calculate accurate estimates for completing each deliverable)

MESSAGE

What are your brand values?

How would you like your audience to feel about your campaign?

What is the key consumer benefit? (KCB)

What problem does your campaign solve for the target audience?

STAKEHOLDERS

PROJECT MANAGERS:

Name:

Name:

CREATIVE TEAM:

Name:

Role:

Name:

Role:

Name:

Role:

Name:

Role:

Name:

Role:

Name:

Role: