

# CREATIVE DESIGN BRIEF |



NAME & EMAIL	
BUSINESS NAME	
Describe Your Business	
What makes your business unique?	
Scope of Project	
Most Important Thing to Say	
Reason to Believe	
Target Audience	
What do we want them to do?	
What do we want them to think? feel?	THINK - FEEL -
Why would they bother?	
Where will this appear?	
Inspirations	
Dislikes	
How do you measure success?	
Due Dates	