# Project Creative Brief

This is the beginning of the creative process! This document clarifies direction, outlines the target market, the message and the desired results. We will use it to make sure we are both on the same page and refer back to it often during the creative process.

**Company Name:** _____

**Phone:** _____ **Email:** _____

## Who are You?

What is your Service or Product? What is unique about your company or product? What problem do you solve for your clients?

## Your Objectives

What is the business objective that you would like to achieve? What are your 2, 5 and 10 year goals? Do you have a business/marketing plan?

## Target Market

Who is your ideal demographic? Who is your current consumer?

## Desired Result and Vision

How do your current customers find you? How do you connect to the market? (PR, social media, direct, website) How would you like to expand that?

## Competition

Who is your primary competitor?

## Design Preferences

Do you have an existing identity/logo? Are there specific colors that you feel resonate with your company?

## Keywords

What keywords best describe your business?

## Which services are you interested in?

- Logo/Corporate Identity
- Brochure/Menu/Catalog
- Print and Web Advertisements
- Packaging Design and Aquisition
- Web Design and Managment
- Mass Email Marketing
- Social Media Management
- Marketing Plan Development
- Lead List Development

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