[Date] - [Version] - [Brief Author and Owner]

**[Project Name] Creative Brief**

This Creative Brief is related to the [Project Name] Project Brief located at [location]

**Our Audience**

To whom are we communicating (sometimes also defined by what the audience has in common).

**Our Product**

What are you making?

**Our Objective**

To define/illustrate/educate/entertain/compel/inspire?

**Our Proposition**

What is the single most important benefit? What is its value to our audience?

**Proof of our Proposition**

How is it supported, eg, design, engineering?

**Tone**

What do you want to feel?

**Style**

What do you want to see?