**CREATIVE PROJECT BRIEF**

This document details the key information for briefing in a creative project. The author (Project Owner) of this brief must **e-mail it to ALL Project Team Members** as early as possible. The project owner will assign VEEVA Job Number(s).

Please provide as much information as possible before submission to **creative.global** however a full content spec document may be circulated after submission dependent on type of project.

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| **Target Audience:** |  | **Date Issued:** |  |
| **VEEVA Job No:** |  | **Project Owner:** |  |
| **VEEVA Job Name:** |  | **Launch Date:** |  |
| **Priority:** | HIGH  MEDIUM  LOW | | |
| ***High:*** *Direct brand plan alignment; Must have; Significant impact on the business.*  ***Medium:*** *Secondary brand plan alignment; Need to have; Impacts the business.*  ***Low:*** *No brand plan alignment; Nice to have; Low business impact.* | | | |

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| **PROJECT DESCRIPTION/BACKGROUND AND GOALS** |
| *Summarize the need or challenge this project satisfies and desired goal or solution.* |
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| **TARGET AUDIENCE** |
| *Why this audience? What do they think? What is their persona? What problems or mindsets do they have?* |
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| **RELEVANT PRODUCT MESSAGES** |
| *What are the key features and/or messages we want to emphasize?* |
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| **BENEFIT** |
| *How exactly do the features and/or messages help the customer change their mindset?* |
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| **TONE OF VOICE:** | **ASSETS/CREATIVE:** |
| *How does the copy need to sound?* | *New campaign, graphics, websites etc to be created* |
| Copy should be authoritative, persuasive, and factual while also conveying reassurance and prioritization of patient needs and concerns. |  |

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| **DELIVERABLES** | **TIMINGS:** |
| *List of items to be delivered. The creative team will also make suggestions on best output.* | *List key milestones/approval date/launch date* |
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| PRE-APPROVAL\* | | | |
| *The following signatures* ***confirm*** *that each individual understands & agrees to the elements in this Creative Brief.* | | | |
|  | |  |  |
| Project Owner | | Date |
|  | |  |
| Marketing Project Manager | | Date |
| Data and Copywrite Lead | | Date |
|  | |  |
| Brand Guidelines and Creative Lead | | Date |
|  |
| Department Head | |  | Date |
| *\*All signed copies go to Marketing Project Manager.* | |  |  |