



# Brief Sheet

## **Details**

Title of project:

Date:

Product:

**What does the agency need to deliver?**

**Why are we doing this? What is the objective of the creative?**

**Who is the target audience?**



# Brief Sheet

**What messages do we want to get across?**

**Where will this be used?**

**Style Required? Do you have brand guidelines?**

**Timings**



# Brief Sheet

**Please place copy here to use within the creative:**