

# Creative Brief

FOR DESIGN SERVICES



Client:

Contact person/s:

Phone:

Email:

Date of briefing:

Website:

## Your company background / overview:

(General info about your company - who you are, what you do, brief history, what has come before)

## Your target audience:

(Age, behaviour, attitudes, demographics of consumer)

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## ***AD DESIGN INFORMATION***

Project Name:

Project Type:

Project Overview/Objectives:

(State your general project information, aims and goals)

What product/services are you promoting:

(Provide information on this product/service to be included in the copy for the ad-  
HEADLINE, SUBHEADLINE, BODY COPY)

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What contact information do you want displayed on the ad:  
(Provide information for what you would like to use: i.e. phone, email, social media accounts, landing page URL, website, QR code)

Please provide links to 3 ads or advertising campaigns that you like the look of and explain why: (Knowing the style of design, imagery, font style, colors, branding, layout, etc can help us to ensure that we design an ad that is to your liking.)

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Do you have images that will be used in the ad:

(Please provide links to images from your files or your website. If you do not have any images to use, please provide links to examples of stock images that will match your message.)