

CREATIVE BRIEF

Today's Date: _____

Name: _____ Phone number: _____

Department/Office: _____ Fax number: _____

Campus address: _____ E-mail: _____

Project name: _____

Background New Repeat

Assignment

Budget _____ **Funding Office** _____

Primary Objective

Secondary Objective

Audience Profile (target market)

Key Messages

Mandatories

Use (how, where, life span)

Deliverables (medium, format)

Creative Direction

Timeline/Schedule



MARQUETTE
UNIVERSITY

Be The Difference.