

COMPANY NAME

“PROJECT TITLE”

CREATIVE BRIEF

OVERVIEW

Company background:

A couple of lines on your business, its operations and its mission statement.

Point of contact:

Team members or department names and contact information.

Project summary:

One or two sentence summary of the project. E.g “Our client is a major telecoms provider undergoing a campaign to advertise their new youth friendly mobile packages. We are looking to commission an animated TV commercial in the art style of Peppa Pig that appeals to parents and children”

PROJECT GOALS

Use this section to outline the target audience and aims of the video/ campaign. Any competitors work to compare to or differentiate from? Any key information that might need to be conveyed? What should the video make the audience think, feel or take action on after viewing?

PROJECT DESCRIPTION

This should provide a more visual description of the project with a breakdown of the action or timeline of events. This is best described via a script or a storyboard if available, if so mention here and attach along with this brief. Relay information on any creative work already undertaken internally or by another vendor. Mention if you have a clear vision of the style or medium already along with examples of work you have seen and would serve as visual references.

VISUAL REFERENCE LINKS

Web links to images and videos that serve as visual or content inspiration for the project. This could be youtube, image galleries or assets needed for the project.

PROJECT DURATION

Estimated duration of the animation required (for video/ animated projects)

DELIVERY FORMAT

- *For still images, specify image resolution or print size.*
- *For video, specify video resolution, frame rate and preferred file type.*
- *For asset delivery, specify file type (such as .MA or .OBJ) as well as technical specifications required (e.g polycount, texture resolution etc)*

BUDGET

If a rough budget target has been assigned for the work or there is a hard budget cap, this is very useful information to pass on as it may influence the creative approaches available.

TIMESCALE

Key project milestones and most importantly a deadline or target completion date

ATTACHMENTS

Images, scripts, storyboards and additional documentation referenced in the brief can be added here or attached separately in the inquiry email.