



Creative Brief Template

Fill one out before any project starts. If a section is blank, the work is not ready to begin.

1. Project name and one-line summary

Name the project and describe it in a single sentence anyone could repeat.

2. Background and the business problem

What is going on, and what problem is this work meant to solve?

3. Objectives and how you will measure them

The outcome you want, and the number or signal that tells you it worked.

4. Who it is for

The specific audience: who they are, what they already believe, what they need.

5. The single message

If the audience remembers one thing, what is it? Just one.

6. Tone, brand, and the non-negotiables

How it should feel, plus anything that absolutely must or must not appear.

7. Deliverables and specs

Every asset, with format, dimensions, length, and where it will run.

8. Timeline, cost, and who signs off

Key dates, the working range, and the one person who gives final approval.

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