



ellipse  
design  
Creative Brief

Client: \_\_\_\_\_

Deliverable Title: \_\_\_\_\_

Contact: \_\_\_\_\_

Contact #: \_\_\_\_\_ Contact Email: \_\_\_\_\_

What is being produced?	
Objective. The purpose is to:	
Target Audience(s):	
To: <action>	
Because:	
Summary of Key Issues and Objectives:	
Recommendations: (solutions, ideas, data, rationale, action plans)	
How will success be measured?	
How will this piece be distributed?	
Target date for completion?	
Who needs to review and who makes final decisions?	
Background:	
Existing materials, graphics, etc., to be considered?	

