**Marketing Project Creative Brief**

Project Name:

Target Due Date:

Department/Division:

Requested By (name, email and phone):

Project Lead:

Key Stakeholders:

Who Provides Final Approval?

Project Overview/Concept/Background (please be brief):

Objective/Purpose:

Audience (select all): [ ]  Prospective Students [ ]  Students [ ] Parents [ ]  Faculty/Staff [ ]  Alumni [ ]  Donors

 [ ] Community [ ]  Other

Key Messages (list using bullet points):

Call to Action:

Tone:

Design Notes (please provide any existing materials that exist):

Deliverables (select all): [ ]  Advertisement [ ]  Banner or Sign [ ]  Digital [ ]  Email [ ]  Photography [ ]  Press Release [ ]  Print [ ]  Social Media Post [ ]  Videography [ ]  Web

Other Considerations:

**For Print and Design Projects**

Medium (select): [ ]  Postcard [ ] Brochure [ ]  Flyer [ ]  Sign or Banner [ ]  Ad Specialty [ ] Graphic

**For Digital Projects**

URL:

Hashtag:

**For Photography or Videography Projects**

Subject/Event Name:

Subject/Event Contact Info:

Date of Shoot:

Location:

Time:

Marketing Use of Photos (select all): [ ]  Admission [ ]  Advancement [ ]  Berry Magazine [ ]  Event Coverage [ ]  Press Release [ ]  Social Media [ ]  Sports [ ]  Website [ ]  Other

**For News and Media Promotion**

Subject/Event Name:

Date/Time/Location:

Why would someone outside Berry be interested in this news?