

Creative Brief Template

Client Name:

Client Contact(s):

Project Timeline:

Project Deadline:

Anchor Leads: Claire Ward, Kat Fairlie

Client Background *(About your company)*

Intended Outcome *(What the outcome should be, who is your intended audience)*

- Brand Awareness
- External Comms
- Internal Comms
- Lead Generation
- Occupancy Uplift
- Product Promotion
- Other:

Project Requirement *(Would you like banners, brochures, leaflets etc...)*

Project Specification (*What you want it to look like*)

Key Message (*What do you want to say, any key phrases*)

I would like support with

- Campaign Strategy
- Project Marketing
- Brand Strategy
- Content Creation
- Customer Journey
- Sales Process
- Model of Care Development
- Additional Services Collateral

Supplied Documents

Final Specifications

Thank you for choosing to work with AnchorStudio. To complete this work, we will need the following documents from you:

- Company Style Guide (inc. font, colours)
- Suite of company logo in .PNG format
- Any imagery for use in the final work
- Sample of your organisation's collateral (e.g. capability document, annual report, consumer handbook)

Once you have completed this form, please send to the below email address along with any documents mentioned above.

We can assist with printing these documents through our preferred printing company.

If you have any further questions, or would like to note anything else, please do not hesitate to email us.

Thanks,

Kat Fairlie

Graphic Designer

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Terms and Conditions

1. Any images that we purchase to use in this work will be charged to you at cost.
2. Any work completed outside of the scope will be charged at hourly rate
3. Number of changes will be specified in contract
4. Content Development will be charged separately
5. Printing will be charged at cost