

Creative Brief

Office of Communication



Phillips Academy
ANDOVER

Please come to the project kickoff meeting prepared to discuss the following and/or fill out in advance.

Overview | *Please provide a brief summary of this project. What is your goal/objective?*

Deliverable | *What type of communication will this be? A brochure, email, webpage, postcard...?*

Target Audience(s) | *For example, all alumni, Abbot alumnae, current parents, prospective students...?*

Key Message(s) | *What are the two or three most important things the audience should understand?*

Tone | *In what tone will this be written? Formal? Familiar? Is it a story? Is it simply conveying information?*

Visuals | *Any key brand elements that must be included? Any colors to use or avoid? Do you want this to look historic? Elegant? Funky? Contemporary?*

Additional Notes / Comments

Details

Project Name _____

CMM Project Lead _____

Client Project Lead* _____

Budget† _____

Date initiated _____

Delivery/Drop Date _____

Client Signature _____

* *The client project lead is responsible for routing drafts for review and gathering feedback; clarifying edits and comments that might conflict; consolidating edits and comments; providing this feedback in a timely manner to the CMM project lead.*

† *The client is responsible for all costs associated with the project (approved by department manager).*