**Creative Project Brief**

**Your Name:**

**Client Name:**

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1. What is your client’s purpose/why they exist?
2. What is the goal of the project? What problem you are trying to solve for your client?
3. What is your client’s primary and secondary target audience? Explain gender, age, personality traits, lifestyle, interests, etc. Be specific.
4. Who are your client’s top competitors? List specific company names.
5. What is tone of your brand? Use three or more descriptive words.
6. What is the final project deliverable? Include specific file types and sizes.