**CREATIVE BRIEF**

**Name:**

**Today’s Date:**

**Contact Info:**

**University Unit:**

**Due Date:**

**Project Title:**

**Media/Format:**

**Target Audience:**

**Brief Description of Project:**

NOTE: During your initial kick-off meeting, you should be prepared to discuss what brand attributes, tone, personality, etc. you are trying to convey in the creative. For your reference, [here is the section of the site](http://www.buffalo.edu/brand/strategy.html) that references positioning, brand attributes, brand expression and messaging. This will help guide your communication and ensure that you stay on brand.

**Key Message(s):**

**Deliverables:**

**Call(s) to Action:**

**Timeline:**

**Budget:**

**Additional Considerations:**