

CREATIVE OVERVIEW

PROJECT TITLE		
FREELANCER NAME		
CONTACT INFO	NAME	
	PHONE	
	EMAIL	
	MAILING ADDRESS	
PRICE/HOUR	TOTAL COST	
What cost includes/does not includes	NOTES	
PROJECT OVERVIEW		
Project summary, references and findings		
PROJECT OBJECTIVES		
Detailed goals, desired outcomes, and measurable objectives		
MARKETING GUIDELINES		
Tone & style guidelines		
TARGET AUDIENCE		
The who, what, when, and where of the target audience	PRIMARY DEMOGRAPHIC	
	SECONDARY DEMOGRAPHIC	
CALL TO ACTION		
Detail the desired reaction of the target audience		
CAMPAIGN LOOK AND FEEL		
Describe the desired style of the campaign		
CAMPAIGN MESSAGE		
Define key benefits of product, describe its value, and desired target audience take away		
COMPETITIVE ANALYSIS		
List competitors, campaign messages and call to actions		
IMAGE REQUIREMENTS	GRAPHICS	
	PHOTOGRAPHY	
	MULTIMEDIA	
List needed imagery and projected source		
SCHEDULE		
	PROJECTED TIMELINE	
	IMPORTANT DATES / DEADLINES	
OTHER		
Include any other critical information		