**[](https://www.smartsheet.com/try-it?trp=11988&utm_source=template-word&utm_medium=content&utm_campaign=Graphic+Design+Creative+Brief+Example-word-11988&lpa=Graphic+Design+Creative+Brief+Example+word+11988)GRAPHIC DESIGN**

**CREATIVE BRIEF   
TEMPLATE – EXAMPLE**

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| CLIENT | Jim Ripley – Marketing Manager |
| PROJECT  NAME | Leggings 2.0 Campaign Assets |

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| --- | --- |
| BRAND | StrideStyle Athletics |
| CONTACT | Jim Ripley, 333-444-5555, jimripley@stridestyle.com |

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| PRODUCT | High-Performance Leggings |
| CONTACT | Ruth Patrick, 222-345-6789, ruth@graphicdesign.com |

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| --- | --- | --- | --- |
| DATE | 01/15/20XX | AUTHOR | Ruth Patrick |

project

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| PURPOSE  Why? | Introduce and promote the new High-Performance Leggings from StrideStyle Athletics with bold graphic assets, positioning the product as the go-to choice for active individuals seeking a perfect blend of performance and style. |
| OPPORTUNITY  Ultimate impact? | The campaign presents a unique opportunity to position StrideStyle Athletics as a leader in the athletic wear market, specifically within the running leggings category. By strategically highlighting the innovative features, stylish design, and superior comfort of the High-Performance Leggings, the campaign will drive increased brand recognition, foster customer loyalty, and boost sales significantly. |
| MESSAGE  What are we trying to say? | High-Performance Leggings offer a fusion of cutting-edge technology and stylish design. Emphasizing the leggings' advanced moisture-wicking capabilities, exceptional comfort, and trendsetting aesthetics, the campaign aims to communicate that these running leggings are more than just sportswear—they are an essential companion for individuals committed to achieving their fitness goals with confidence and flair. |

OBJECTIVE

What does the project work to achieve?

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| Objective #1: Generate a significant uptick in sales by showcasing the unique features and benefits of the High-Performance Leggings, ultimately driving conversion rates on the company's online platform.  Objective #2: Raise brand visibility and recognition within the target audience through the effective promotion of the High-Performance Leggings line. |

CREATIVE / DESIGN ELEMENTS

What are the fundamental creative/design components of the project   
(i.e., the style guides, look and feel, and specific printed pieces)?

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| RESOURCES | DELIVERABLES |
| Folder of product shots and hero images | Website banner and product landing page |
| Product features report | Infographics highlighting product features |
| StrideStyle copy style guide | Social media assets for Instagram and Twitter |
| StrideStyle approved colors | Email banner and template |

TARGET AUDIENCE

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| --- | --- |
| PROJECT TARGET  Who are we trying to reach? | Individuals aged 25-35 who regularly engage in urban fitness activities such as running, outdoor workouts, and studio classes. They are passionate about leading a healthy lifestyle and engage with social media for fitness inspiration. They are tech-savvy, socially engaged, and value products that align with their commitment to physical well-being. |
| BRAND TARGET  Who does the brand speak to? | StrideStyle Athletics appeals to active and style-conscious individuals who prioritize both fitness performance and fashionable aesthetics. They regularly engage in a variety of fitness activities, ranging from running and gym workouts to yoga and outdoor sports. They value a holistic approach to health and wellness and seek versatile activewear that supports an active lifestyle while reflecting personal style. |
| DESIRED REACTION  What actions do you wish your market to take? | Individuals should be inspired by the campaign to visit our online platform, explore our product offerings, and make a purchase of High-Performance Leggings. |

ATTITUDE

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| PROJECT TONE  What traits are we trying to convey? | This campaign should exude energy, motivation, and a sense of dynamic movement. We want to inspire our audience to embrace an active lifestyle with enthusiasm and confidence. Key adjectives are energetic, powerful, stylish, and confident. |
| BRAND PERSONALITY  What characteristics define the brand? | StrideStyle Athletics is innovative, encouraging, stylish, and inclusive. Much like a reliable workout partner, the company supports customers and encourages them to push themselves to their limits. The brand consistently introduces cutting-edge features to enhance performance without compromising on style. StrideStyle uses bright colors and modern typefaces. |

COMPETITIVE ANALYSIS

Discuss your research, including any inspiration you’ve gotten from outside sources.

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| * **Lulu Leggings**: See the recent campaign for yoga leggings on Instagram; note the use of calm colors and the infographic style. * **Runnera**: See the web ads and banners for the recent activewear launch; note the clear message and consistency across the site. |

IMAGE REQUIREMENTS

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| * Three graphics sized for Instagram, including one infographic. * One graphic sized for a Twitter banner, one sized for a Facebook banner, and one sized for the StrideStyle website. * Responsive landing page design for our web and mobile. * One email marketing template banners and an infographic. |

SCHEDULE

Include your projected timeline, important dates, deadlines, etc.

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| PROJECTED TIMELINE | January 15th – February 5th, 20XX |

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| DATE | MILESTONE |
| 01/16/20XX | Design Kickoff Meeting |
| 01/20/20XX | Infographic Due for Review |
| 01/25/20XX | Banners and Social Graphics Due for Review |
| 01/28/20XX | Feedback Deadline |
| 02/01/20XX | Final Versions Due for Approval |
| 02/05/20XX | Web Rollout and Launch |

comments and approval

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| COMMENTS |  |

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| APPROVAL | NAME | SIGNATURE | DATE |
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