|  |  |  |  |
| --- | --- | --- | --- |
| **PROJECT NAME GOES HERE:** | | | |
| DEPARTMENT  [TBD] | CREATIVE BRIEF  REVIEW DATE  Month XX, XXXX  KICKOFF DATE  Month XX, XXXX | WORKING TEAM  Project Lead:  Role: First Last  Role: First Last  Role: First Last  Role: First Last  Role: First Last | RACI/APPOVERS  [TBD] |
|  |  |  |  |

*\*all fields required*

**PURPOSE:** WHY ARE WE DOING THIS? HOW DOES IT TIE BACK TO OUR ORGANSIATIONAL BUSINESS GOALS AND STRATEGIC PRIOIRITES?   
(*Reimagine Campus Experience, Leverage Digital to Redefine Education, Own Key Areas of Discipline, Do Global Differently*)

**CHALLENGES:** WHAT ARE THE BARRIERS TO SUCCESS?

**AUDIENCE:** WHO ARE OUR AUDIENCE(S)? WHAT INSIGHTS DO YOU HAVE ABOUT THEM?

**PRODUCT/PROGRAM INSIGHTS:**HOW DOES THE PRODUCT/PROGRAM SOLVE FOR OUR AUDIENCE’S NEEDS?

**MESSAGING:**HOW DO WE NEED TO COMMUNICATE TO OUR AUDIENCE? WHAT IS MOST IMPORTANT FOR THEM TO KNOW?

**WHAT DO WE NEED:**WHAT ARE WE MAKING? WHAT ARE THE CREATIVE DELIVERABLES? *PLEASE INCLUDE ANY SPECIFICATIONS OR DISTRIBUTION PLANS HERE*

**SUCCESS METRICS:** HOW ARE WE MEASURING "VICTORY"?

**TIMELINE:** WHAT ARE THE MAJOR MILESTONES? WHAT IS DRIVING THIS DEADLINE/REQUEST?

**ROLES + RESPONSIBILITIES:** WHO IS DOING WHAT (RACI)? IF THERE ARE MULTIPLE APPROVERS, CAN WE CONSOLIDATE FEEDBACK ROUNDS?

**APPENDIX:**  LINK TO SUPPORTING DOCUMENTS, RESEARCH, PAST CREATIVE, DECKS, ETC OR NOTE SEPARATE ATTACHMENTS FORTHCOMING

**NOTES: ANY ADDITIONAL INFO ON ROLES/RESPONSIBILITIES?**