



sayitwithpixels.design

ANIMATION CREATIVE BRIEF

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PROJECT TITLE			
CLIENT NAME			
BRAND			
PRODUCT			
POINT OF CONTACT NAME		PHONE	
EMAIL		MAILING ADDRESS	

PROJECT purpose and opportunity	
OBJECTIVE what does the project work achieve?	
TARGET AUDIENCE who are we trying to reach?	
ATTITUDE style and tone	
MESSAGE what is the key idea to be remembered?	
DELIVERABLES & FORMAT describe key pieces to be produced	

SCHEDULE
projected timeline,
important dates,
deadlines, etc.

BUDGET

COMMENTS