

The creative brief

Project: Sablewood Low Country collection launch

Reference: [SPC-01]

Date: [date] · Version: 1.0

1. PARTIES AND APPROVAL

1.1 Client: Sablewood Paint Co., [address]. Client contact: [name, title, email].

1.2 Agency: [your agency name], [address, email].

1.3 Named approver: [name, title, email]. Only this person's written yes changes anything in this brief.

1.4 This brief takes effect on the date both signatures in section 13 are dated. Section 11 is the only route by which it changes after that.

2. BACKGROUND

2.1 Sablewood makes interior paint sold through 140 independent hardware and paint stores. It has never run a campaign for a single collection.

2.2 In March the company releases Low Country, nine muted interior colors available for one season.

2.3 Retail partners receive point-of-sale material twice a year and report that it arrives too late to plan a window around.

3. WHAT THIS CAMPAIGN HAS TO DO

3.1 Objective: sell through the Low Country collection at the 140 retail partners inside one season.

3.2 Measure: retail partner reorders of Low Country colors by the end of week ten after launch. The agency is accountable for delivering section 5 on the dates in section 8, not for this number.

3.3 Not what this campaign is for: recruiting new retail partners, changing the master brand, or selling direct to consumers.

4. AUDIENCE, IN THE CLIENT'S OWN WORDS

4.1 Primary: the store owner or paint department manager who decides how much shelf and window space a collection gets.

4.2 Secondary: the homeowner repainting one room, aged 30 to 55, who walks in with a photograph on their phone and no color name.

4.3 What the primary audience believes today: limited collections sell slowly and tie up shelf space.

4.4 What we need them to believe: a limited collection sells the window, and the window sells the rest of the aisle.

4.5 This section is dictated by the client and recorded word for word. A change to any line in it is handled under section 11.

5. WHAT GETS MADE, AND WHAT EACH PIECE COSTS

- 5.1 Campaign platform and messaging, two concept routes presented, two revision rounds on the chosen route: \$5,750
- 5.2 Out-of-home in three formats, being a 48-sheet billboard, a transit card and a bus shelter, at \$1,250 each: \$3,750
- 5.3 In-store window display design in two window sizes: \$2,400
- 5.4 Retail partner asset kits, six of them at \$480 each: \$2,880
- 5.5 Social film, one 45-second edit cut from footage the client supplies: \$3,200
- 5.6 Photography art direction, one shoot day: \$1,270
- 5.7 Total fee: \$19,250. Anything not named in 5.1 to 5.6 is priced under section 10 before it starts.

6. MESSAGE AND TONE

- 6.1 One message: nine colors, one season, one window.
- 6.2 Tone: plain and unhurried, closer to a hardware catalog than a lifestyle magazine.
- 6.3 Mandatory on every piece: the Sablewood wordmark, the collection name set in full, the season dates, and the retail partner finder address.
- 6.4 Off limits: the words heritage and artisan, images of paint being poured, and any claim about coverage or durability that isn't already printed on the can.

7. WHAT THE CLIENT SUPPLIES, AND BY WHEN

- 7.1 Nine final color chips with approved names and reference values, by the end of week one.
- 7.2 Product photography and film footage from the January shoot, delivered as originals, by the end of week two.
- 7.3 The retail partner list with store formats and window sizes, by the end of week two.
- 7.4 If anything in 7.1 to 7.3 arrives more than five business days late, the dates in section 8 move by the same number of days, and section 10 applies to work that has to be redone.

8. DATES

- 8.1 Brief approved and project starts: [date].
- 8.2 Two concept routes presented: end of week two.
- 8.3 Route chosen and approved in writing: end of week three.
- 8.4 Everything in section 5 delivered: end of week seven.
- 8.5 In-store launch: [date].
- 8.6 The three out-of-home formats in 5.2 go to the printer as one batch, so a change to any one of them moves all three.

9. APPROVALS

- 9.1 One named approver, per 1.3.
- 9.2 Two revision rounds are included at each of concept, design and artwork. A round is one consolidated set of comments returned within three business days.
- 9.3 Comments arriving after a round has closed are a new round and are priced under section 10.

10. RATE CARD

- 10.1 Concept route beyond the two in 5.1: \$2,600
- 10.2 Revision round beyond the two included at each stage: \$540
- 10.3 Additional out-of-home format: \$1,250
- 10.4 Additional retail partner asset kit: \$480
- 10.5 Social film cutdown at 15 or 6 seconds: \$890
- 10.6 Additional photography shoot day: \$1,150
- 10.7 Anything not listed above: \$125 per hour, quoted in writing before it starts.

11. CHANGES TO THIS BRIEF

- 11.1 This brief can be changed. Nothing in it is changed by a conversation, a comment left in a file, or an email nobody answered.
- 11.2 A change is requested in writing to the named approver, priced by the agency under section 10 within two business days, and starts once the approver has said yes in writing.
- 11.3 An answer in sections 4, 6 or 7 that the client changes after approval is requested under section 10 before the affected work restarts, and work already completed against the old answer is invoiced.
- 11.4 A change quote states the money and the effect on the dates in section 8. A change that moves no date says so.
- 11.5 Rejecting an approved route and asking for a different direction is a new concept route at \$2,600, not a revision round at \$540.

12. PAYMENT

- 12.1 40% on approval of this brief: \$7,700
- 12.2 30% on approval of the chosen route: \$5,775
- 12.3 30% on delivery of everything in section 5: \$5,775
- 12.4 Approved changes are invoiced with the next scheduled payment.

13. SIGN-OFF

This brief describes the work and is not the agreement. It becomes binding when the agreement between the parties names it by reference and version.

For Sablewood Paint Co.: _____ Date: _____

For [your agency]: _____ Date: _____