

Photoshoot Creative Brief

Private and confidential

DATE & TIME OF SHOOT _____

CLIENT NAME _____

CONTACT _____

PHONE NUMBER _____

LOCATION _____



CLIENT STORY

BRAND IDENTITY & COLOURS

THE BIG IDEA

MARKET DETAILS

CUSTOMER PROFILE

CUSTOMER INFLUENCES

MOOD BOARD (Pinterest Board Online best)

WHAT THE PHOTOS WILL BE USED FOR

- Print
- Billboards
- Web
- TV
- Other _____

MODEL REQUIREMENTS

STYLIST DETAILS

HAIR & MAKEUP

MODELS WARDROBE & LOOK

MODELS SIGNED WAIVER

Yes

No

TIME ALLOCATED FOR PHOTOS _____

BUDGET

DELIVERY DATE _____

DELIVERY FORMAT _____

NOTES
