

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

Web

MODEL REQUIREMENTS

STYLIST DETAILS

HAIR & MAKEUP

MODELS WARDROBE & LOOK

MODELS SIGNED WAIVER

Yes

No

TIME ALLOCATED FOR PHOTOS

BUDGET

DELIVERY DATE _____

DELIVERY FORMAT

NOTES
