



MARCUS WINTER, THE SANDMAN

THE CREATIVE BRIEF

A GUIDE TO HELP YOU WITH YOUR IDEAS TO FORM A CREATIVE BRIEF TO DEVELOP
YOUR CUSTOMISED SAND ART PIECE FOR YOUR AUDIENCE

TELL ME ABOUT YOURSELF & EVENT

Name:

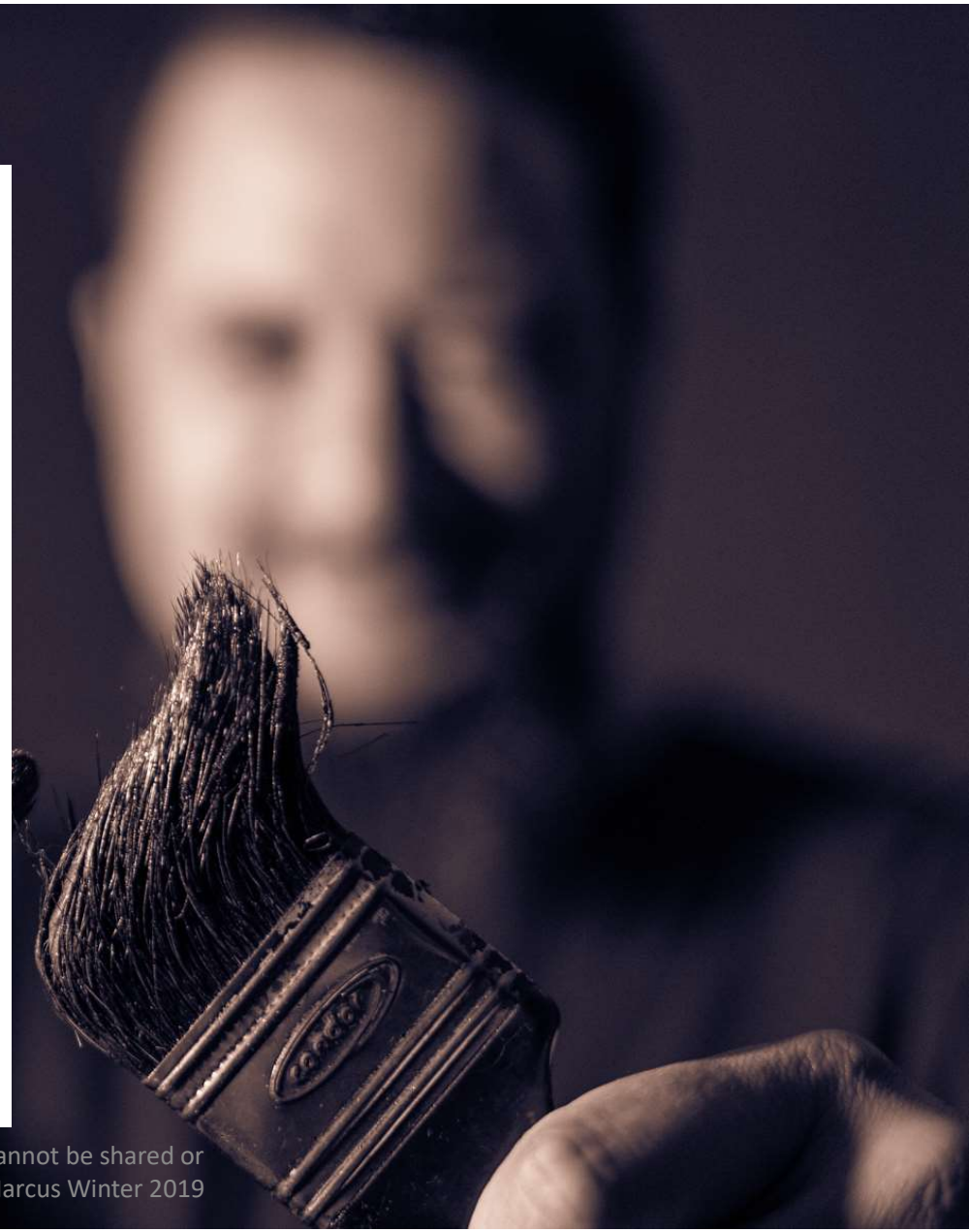
Company:

Position:

What we do...

Little bit background around event/project...

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TELL ME ABOUT YOUR IDEA

WHAT IS THE OVERALL IDEA YOU WANT TO EXPLORE IN SAND?

'EVERY THING STARTS
WITH AN IDEA'

WHAT WOULD BE THE 3 MAIN IDEAS OF YOUR MESSAGE? (IF APPLICABLE)

- 1)
- 2)
- 3)

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HELP ME UNDERSTAND YOUR AUDIENCE

Describe and define the target audience:

As a result of Sand Art Story...

What do you want audience to **think**...

What do you want audience to **feel**...

What do you want audience to **do**...

A close-up photograph of a person's hands holding a large amount of sand. The sand is being held in a way that it is falling, creating a vertical stream. The person's face is partially visible in the background, looking down at the sand. The image has a dark, moody atmosphere with high contrast.

‘When we understand
our audience – we can
more effectively
communicate with them’

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OVERALL THE SAND ART NEEDS TO...

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TIMINGS...

**WHAT ARE THE EVENT DATES/OR TENTATIVE
PROJECT TIMEFRAMES TO CONSIDER**

**WHAT DATES WILL WE BEGIN TO ENGAGE
TO BEGIN THE SAND STORY PROCESS....**

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DELIVERABLES

ARE THERE OTHER WAYS YOUR SAND ART STORY CAN BENEFIT YOU?

- ☐ LIVE ART PERFORMANCE
- ☐ DIGITAL LISCENCE FOR ONGOING USE (All platforms)
- ☐ CAPTURED SAND ART VIDEO – FILMED, EDITED.
- ☐ PRINT MEDIA (Adshells, Posters, etc)
- ☐ DIGITAL STRATEGY/PROMOTIONS
- ☐ ARTIST AS SPEAKER
- ☐ OTHER _____

BUDGET

Approximate budget for project

\$ _____

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READY TO START?

SEND YOUR BRIEF TO GET THE BALL
ROLLING! AND OUR TEAM
WILL GET BACK TO YOU!

DON'T MISS OUT!

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