Creative Brief Budget Template

Name of Budget: _____

Dates of Budget: _____

Directions: Every budget is different and depends on the scope of the project or activity. The budget template below provides an outline to help think about what may be included in a budget. The notes section offers suggestions but may not be a complete list. When developing a budget, add or delete lines as needed.

At the end of this budget template is an itemized list of creative elements and what should be budgeted for under each activity.

Line Item Description	Units	Rate	Total		Notes
I. Salaries					
Insert Name One	Percent	Salary			
Insert Name Two	Percent	Salary			
Add or delete lines as needed	Percent	Salary			
TOTAL SALARIES					

Notes

II. Benefits					
Add additional rows as needed	Percent				
TOTAL BENEFITS					

Notes

III. Consultants					
Insert Name One	Days	Daily Rate			
Add or delete lines as needed	Days	Daily Rate			
TOTAL CONSULTANTS					

Notes

IV. Travel and Per Diem				
Insert Flight One	Number	Cost		
Insert Local Travel One	Number	Cost		
Insert Per Diem One	Days	Rate		
Add or delete lines as needed				
TOTAL TRAVEL				

Notes
- Flights
- Local Travel
- Per Diem
- Visa
- Immunization
- Other

V. Expendable Supplies			
Insert Supply One	Number	Cost	
Insert Supply Two	Number	Cost	
Add or delete lines as needed	Number	Cost	
TOTAL SUPPLIES			

Notes
- Furniture
- Computers
- Software
- Cell phones
- Audio Visual
- Other

VI. Workshops/Meetings/ Trainings			
Insert Workshop One	Days	Daily Rate	
Insert Meeting One	Days	Daily Rate	
Insert Training One	Days	Daily Rate	
Add or delete lines as needed	Days	Daily Rate	
TOTAL WRKSHP/MTG/TRAINING			

Notes
- Venue
- Food

Line Item Description	Units	Rate	Total
VII. Activities			
Insert Activity One	Number	Cost	
Insert Activity Two	Number	Cost	
Add or delete lines as needed	Number	Cost	
TOTAL ACTIVITY COSTS			

Notes

See attached list for breakdown of potential activities and sub-activities

Line Item Description	Units	Rate	Total
VIII. Other Direct Costs			
Insert Direct Cost One	Number	Cost	
Insert Direct Cost Two	Number	Cost	
Insert Direct Cost Three	Number	Cost	
Insert Direct Cost Four	Number	Cost	
Add or delete lines as needed	Number	Cost	
TOTAL INDIRECT COSTS			

Notes

- Communications/airtime
- Photocopying/printing
- Postage/Courier Services
- Bank Charges
- Rent
- Fuel
- Translation
- Other

Line Item Description	Units	Rate	Total
IX. Equipment			
Insert Equipment One	Number	Cost	
Add or delete lines as needed	Number	Cost	
TOTAL EQUIPMENT			

Notes

- Servers
- Power generators
- Other

Line Item Description	Units	Rate	Total
X. Subawards/ Subcontracts			
Insert Name One	Number	Cost	
Add more as needed	Number	Cost	
TOTAL SUBAWARDS			

Notes

TOTAL BUDGET [ ]

Itemized Sub-Activity Budget for Social and Behavior Change Communication Media and Print Acitivies

Note: The budget outline below provides suggested sub-activiites for media, print and promotional materials. Depending on the exact activity, the sub-activities may change. Lines and sub-activities should be added or deleted based on actual activities planned and included in the creative brief.

Activity		Units	Rate	Total
MEDIA				
Campaign Brand Creative Design and Development				
A	*Design*			
	Concept Development			
	Storyboard Production			
	Presentation			
	Add, delete or adjust sub-activities as needed			
Radio Spot/Jingle (Identify length)				
A	*Design and Development*			
	Concept Development			
	Add, delete or adjust sub-activities as needed			
B	*Pre-Production*			
	Talent Casting			
	Copywriting/Scriptwriting			
	Jingle/Music Composition			
	Add, delete or adjust sub-activities as needed			
C	*Production*			
	Studio Production (Voiceover)			
	Studio Production (Singers)			
	Rough Spot			
	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
D	*Post- Production*			
	Editing			
	Sound Effects			
	Adaptations			
	Alternate Language Versions			
	Add, delete or adjust sub-activities as needed			
E	*Distribution and Placement*			
	Master Copy (Identify format)			
	Prime placement - National Station			
	Other placement - National Station			
	Prime Placement - Local or Community Station			
	Other Placement - Local or Community Station			
	Add, delete or adjust sub-activities as needed			

Television Advertisement - On location, drama style (Identify length)			
A	**Design**			
	Concept Development			
	Add, delete or adjust sub-activities as needed			
B	**Pre-Production**			
	Talent Casting			
	Copywriting/Scriptwriting			
	Storyboard/Photomatic			
	Location			
	Wardrobe			
	Add, delete or adjust sub-activities as needed			
C	**Production**			
	Filming (Studio)			
	Filming (On Location)			
	Rough Spot			
	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
D	**Post- Production**			
	Editing/Processing			
	Sound Effects			
	Audio/Video Mixing			
	Adaptations			
	Alternate Language Versions			
	Add, delete or adjust sub-activities as needed			
E	**Distribution and Placement**			
	Master Copy (Identify format)			
	Prime placement - National Station			
	Other placement - National Station			
	Prime Placement - Local Station			
	Other Placement - Local Station			
	Add, delete or adjust sub-activities as needed			
Television Advertisement - Digital Animation (Identify length)			
A	**Design**			
	Concept Development			
	Add, delete or adjust sub-activities as needed			
B	**Pre-Production**			
	Talent Casting			
	Copywriting/Scriptwriting			
	Storyboard/Photomatic			
	Add, delete or adjust sub-activities as needed			
C	**Production**			
	Music and Voice			
	Rough Spot			

	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
D	**Post Production**			
	Editing/Processing			
	Sound Effects			
	Audio/Video Mixing			
	Adaptations			
	Alternate Language Versions			
	Add, delete or adjust sub-activities as needed			
E	**Distribution and Placement**			
	Master Copy (Identify format)			
	Prime placement - National Station			
	Other placement - National Station			
	Prime Placement - Local Station			
	Other Placement - Local Station			
	Add, delete or adjust sub-activities as needed			
Live Action Video - Instructional (Identify length)				
A	**Deisgn**			
	Concept Development			
	Add, delete or adjust sub-activities as needed			
B	**Pre-Production**			
	Talent Casting			
	Scriptwriting			
	Add, delete or adjust sub-activities as needed			
C	**Production**			
	Filming (In studio)			
	Filming (On location)			
	Rough Cut			
	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
D	**Post- Production**			
	Editing			
	Sound Effects			
	Adaptations			
	Alternate Language Versions			
	Add, delete or adjust sub-activities as needed			
E	**Distribution and Placement**			
	Master Copy (Identify format)			
	Prime placement - National Station			
	Other placement - National Station			
	Prime Placement - Local Station			

	Other Placement - Local Station			
	Add, delete or adjust sub-activities as needed			

Television Program - Sitcom, Interview, Call-In (identify length, time slot, type of artists and format)

A	**Design**			
	Concept Development			
	Add, delete or adjust sub-activities as needed			
B	**Pre-Production**			
	Talent Casting			
	Copywriting/Scriptwriting			
	Art Direction			
	Storyboard/Photomatic			
	Location			
	Wardrobes			
	Add, delete or adjust sub-activities as needed			
C	**Production**			
	Filming (In studio)			
	Filming (On location)			
	Rough Cut(s)			
	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
D	**Post- Production**			
	Editing/Processing			
	Sound Effects			
	Audio/Video Mixing			
	Adaptations			
	Alternate Language Versions			
	Add, delete or adjust sub-activities as needed			
E	**Distribution and Placement**			
	Master Copy (Identify Format)			
	Prime Placement - National Station			
	Other Placement - National Station			
	Prime Placement - Local Station			
	Other Placement - Local Station			
	Add, delete or adjust sub-activities as needed			

Radio Program - Sitcom, Interview, Call-In (identify length, time slot, type of artists and format)

A	**Design**			
	Concept Development			
	Add, delete or adjust sub-activities as needed			
B	**Pre-Production**			
	Talent Casting			
	Copywriting/Scriptwriting			
	Art Direction			

	Storyboard/Photomatic			
	Location			
	Add, delete or adjust sub-activities as needed			
C	**Production**			
	Filming (In studio)			
	Filming (On location)			
	Rough Cut			
	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
D	**Post- Production**			
	Editing/Processing			
	Sound Effects			
	Audio/Video Mixing			
	Adaptations			
	Alternate Language Versions			
	Add, delete or adjust sub-activities as needed			
E	**Distribution and Placement**			
	Master Copy (Identify format)			
	Prime Placement - National Station			
	Other Placement - National Station			
	Prime Placement - Local or Communicty Station			
	Other Placement - Local or Community Station			
	Add, delete or adjust sub-activities as needed			
Print Advertisement (Identify size)				
A	**Placement Costs - Black and White**			
	Front Page - National Paper			
	Inside Page - National Paper			
	Feature or Centerfold - National Paper			
	Front Page - Regional Paper			
	Inside Page - Regional Paper			
	Feature or Centerfold - Regional Paper			
	Front Page - Local or Community Paper			
	Inside Page - Local or Community Paper			
	Feature or Centerfold - Local or Community Paper			
	Add, delete or adjust sub-activities as needed			
B	**Placement Costs - Color**			
	Front Page - National Paper			
	Inside Page - National Paper			
	Feature or Centerfold - National Paper			
	Front Page - Regional Paper			
	Inside Page - Regional Paper			
	Feature or Centerfold - Regional Paper			

	Front Page - Local or Community Paper			
	Inside Page - Local or Community Paper			
	Feature or Centerfold - Local or Community Paper			
	Add, delete or adjust sub-activities as needed			
Billboard/Hoarding Board (Identify size)				
A	**Design**			
	Concept Development			
	Graphic Design			
	Pretest Designs			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Pretest			
	Revisions			
	Add, delete or adjust sub-activities as needed			
C	**Placement**			
	Prime Location			
	Other Location			
	Installation			
	Add, delete or adjust sub-activities as needed			
Promotional Flex (identify size)				
A	**Design**			
	Concept Development			
	Graphic Design			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Flex Print			
	Roll-up with Stand			
	Add, delete or adjust sub-activities as needed			
Wall Painting (identify size)				
A	**Design**			
	Concept Development			
	Graphic Desing			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Painting			
	Add, delete or adjust sub-activities as needed			
C	**Placement**			
	Prime Location			
	Other Location			
	Add, delete or adjust sub-activities as needed			
Promotional Materials				
A	**Design**			

	Key Chain			
	Cap/Hat			
	Pen			
	Bag			
	Cloth			
	Pin			
	Add, delete or adjust sub-activities as needed			
B	***Production***			
	Key Chain			
	Cap/Hat			
	Pen			
	Bag			
	Cloth			
	Pin			
	Add, delete or adjust sub-activities as needed			
Social Media Management				
A	***Design***			
	Facebook			
	YouTube			
	Twitter			
	SMS			
	Add, delete or adjust sub-activities as needed			
B	***Production***			
	Facebook			
	YouTube			
	Twitter			
	SMS			
	Add, delete or adjust sub-activities as needed			
C	***Management***			
	Facebook			
	YouTube			
	Twitter			
	SMS			
	Add, delete or adjust sub-activities as needed			
Website Design				
A	***Plan***			
	Concept Development			
	Discovery			
	Content Outline			
	Site Map			
	Taxonomy			
	Add, delete or adjust sub-activities as needed			
B	***Design***			

Activity	Units	Rate	Total
Content Development and Wireframes			
Visual Design			
Responsive Design			
Add, delete or adjust sub-activities as needed			
C	**Implementation/Deployment**		
Development/HTML			
Theming			
Usability Testing			
Launch			
Add, delete or adjust sub-activities as needed			
D	**Management and Maintenance**		
Support			
Updates			
Hosting			
Enhancements			
Add, delete or adjust sub-activities as needed			

Activity	Units	Rate	Total
PRINT			
Brochure/Flyer (Identify size, type of paper, finish and number)			
A	**Design and Development**		
Concept Development			
Graphic Design			
Graphics/Illustrations			
Pretest Designs			
Pretesting			
Revisions			
Add, delete or adjust sub-activities as needed			
B	**Production**		
Printing (B/W)			
Priting (Color)			
Add, delete or adjust sub-activities as needed			
C	**Distribution**		
Master file (Identify format)			
Add, delete or adjust sub-activities as needed			
Booklet (Identify size, number of pages, type of paper, finish, binding and number)			
A	**Design and Development**		
Concept Development			
Graphic Design			
Graphics/Illustrations			
Copy (Writing)			
Copy (Editing)			
Pretest Designs			

	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing (B/W)			
	Priting (Color)			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			
Fact Sheet (Identify size, number of pages, type of paper, finish, and number)				
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Copy (Writing)			
	Copy (Editing)			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing (B/W)			
	Priting (Color)			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			
Folder (Identify size, type of folder, pockets, type of paper, finish, and number)				
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Priting			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			
Newsletter (Identify size, number of pages, type of paper, finish, stitching and number)				
A	**Design and Development**			
	Concept Development			
	Copy (Writing)			
	Copy (Editing)			
	Graphic Design			
	Revisions			

		Add, delete or adjust sub-activities as needed			
B		***Production***			
		Printing (B/W)			
		Priting (Color)			
		Add, delete or adjust sub-activities as needed			
C		***Distribution***			
		Master file (Identify format)			
		Add, delete or adjust sub-activities as needed			
Discussion/Training Guide (Identify size, number of pages, type of paper, finish, binding and number)					
A		***Design and Development***			
		Concept Development			
		Graphic Design			
		Graphics/Illustrations			
		Copy (Writing)			
		Copy (Editing)			
		Pretest Designs			
		Pretesting			
		Revisions			
		Add, delete or adjust sub-activities as needed			
B		***Production***			
		Printing (B/W)			
		Priting (Color)			
		Add, delete or adjust sub-activities as needed			
C		***Distribution***			
		Master file (Identify format)			
		Add, delete or adjust sub-activities as needed			
Flipchart (Identify size, number of pages, type of paper, finish, binding and number)					
A		***Design and Development***			
		Concept Development			
		Graphic Design			
		Graphics/Illustrations			
		Copy (Writing)			
		Copy (Editing)			
		Pretest Designs			
		Pretesting			
		Revisions			
		Add, delete or adjust sub-activities as needed			
B		***Production***			
		Printing (B/W)			
		Priting (Color)			
		Add, delete or adjust sub-activities as needed			
C		***Distribution***			
		Master file (Identify format)			
		Add, delete or adjust sub-activities as needed			

Discussion/Action Cards (Identify size, number of pages, type of paper, finish, binding and number)			
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Graphics/Illustrations			
	Copy (Writing)			
	Copy (Editing)			
	Pretest Designs			
	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing (B/W)			
	Priting (Color)			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			
Other Job Aid/ Wheel (Identify size, number of pages, type of paper, finish, and number)			
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Graphics/Illustrations			
	Copy (Writing)			
	Copy (Editing)			
	Pretest Designs			
	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing (B/W)			
	Priting (Color)			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			
Poster (Identify size, type of paper or material, finish, and number)			
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Graphics/Illustrations			
	Copy (Writing)			
	Copy (Editing)			
	Pretest Designs			

	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing (B/W)			
	Priting (Color)			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			
Photo Novella/Photo Journal (Identify size, number of pages, type of paper, finish, binding and number)				
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Graphics/Illustrations			
	Copy (Writing)			
	Copy (Editing)			
	Pretest Designs			
	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing (B/W)			
	Priting (Color)			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			
Pictorial Comic Book (Identify size, number of pages, type of paper, finish, binding and number)				
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Graphics/Illustrations			
	Copy (Writing)			
	Copy (Editing)			
	Pretest Designs			
	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing (B/W)			
	Priting (Color)			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			

	Add, delete or adjust sub-activities as needed			
Pictorial Flip Handbook (Identify size, number of pages, type of paper, finish, binding and number)				
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Graphics/Illustrations			
	Copy (Writing)			
	Copy (Editing)			
	Pretest Designs			
	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing (B/W)			
	Priting (Color)			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			
Documents/Reports/Training Manual (Identify size, number of pages, type of paper, finish, binding and number)				
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Graphics/Illustrations			
	Copy (Writing)			
	Copy (Editing)			
	Pretest Designs			
	Pretesting			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing (B/W)			
	Priting (Color)			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			
Sticker (Identify size, type of paper, finish, and number)				
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Graphics/Illustrations			
	Pretest Designs			
	Pretesting			
	Revisions			

	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing (B/W)			
	Priting (Color)			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			
Writing Notebook (Identify size, location of design, type of paper, binding and number)				
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			
Bags (Identify size, location of design, type of material, other specifications, and number)				
A	**Design and Development**			
	Concept Development			
	Graphic Design			
	Revisions			
	Add, delete or adjust sub-activities as needed			
B	**Production**			
	Printing			
	Add, delete or adjust sub-activities as needed			
C	**Distribution**			
	Master file (Identify format)			
	Add, delete or adjust sub-activities as needed			