

**Creative Brief**

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| **CLIENT** | | |
| **PROJECT NAME** |  | |
| **CLIENT NAME** |  | |
| **BRAND** |  | |
| **PRODUCT** |  | |
| **NAME** | | **MAILING ADDRESS** |
| **PHONE** | |  |
| **EMAIL** | |  |
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| **PROJECT | *purpose and opportunity*** | | |
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| **OBJECTIVE | *what does the project work to achieve?*** | | |
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| **TARGET AUDIENCE | *who are we trying to reach?*** | | |
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| **ATTITUDE | *style and tone*** | | |
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| **MESSAGE | *what is the key idea to be remembered?*** | | |
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| **DELIVERABLES & FORMAT | *describe key pieces to be produced*** | | |
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| **SCHEDULE | *projected timeline, important dates, deadlines, etc.*** | | |
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| **BUDGET** | | |
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| **COMMENTS** | | |
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