

**Creative Brief**

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| **CLIENT** |
| **PROJECT NAME** |  |
| **CLIENT NAME** |  |
| **BRAND** |  |
| **PRODUCT** |  |
| **NAME** | **MAILING ADDRESS** |
| **PHONE** |  |
| **EMAIL** |  |
|  |  |  |
| **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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