##   Creative Brief

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| **Briefing Date:** |  |
| **Project Name:** |  |
| **Project Manager:** |  |
| **Deadlines:** | **First Draft**: |   | **Final Artwork**: |  |
| **PO Number:** |  |
| **Budget:** |  |
| **Printing required:** | Y/N | **Quantity Required:** |  |

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| **Project Overview** |
| **Background:** |  |
| **Size / Specifications:** |  |
| **Audience profile:** |  |
| **The Purpose:**What is the purpose of the project? |  |
| **The Feeling:**How do I want my audience to feel when they receive / see this project? |  |
| **Key Message:**Provide all specific details to include. |  |
| **Imagery desired/ Style references:**Please attach any previous projects that might be relevant. |  |
| **Mandatories:**Provide guidance on any branding, CTA, URL details that should be included.  |  |
| **Additional Details:** |  |

\*\*ends\*\*\*