

creative brief

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Job no:	
Date:	
Client:	
Client Contact:	
Description:	
Media Type:	Advertisement: <input type="checkbox"/> Brochure: <input type="checkbox"/> Mailshot: <input type="checkbox"/> Other: <input type="checkbox"/> Please specify:

brandmakers

Objectives:	
Target Audience:	
Main Proposition:	
Secondary Proposition:	
Substantiation: (Justify proposition)	
Style: (Tone of voice)	
Design Requirements: (Size, colour, typeface)	
Holy Cows:	
Initial Suggestions:	
Deadline - Creative: - Print:	