Creative Brief Template

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| Company Name |  |
| Company Overview |  |
| Project Title |  |
| Project Contact |  |
| Date |  |

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| The Challenge: The background, what you need? |
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| The Desired Result:  |
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| The Target Audience: |
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| The Deliverables: Brand identity? Website? |
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| The Budget |
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| The Schedule |
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| The Look |
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| Do’s and Don’ts |
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