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|  **DESIGN CREATIVE BRIEF** |
| **Project name:** | **Due date:** |
| **Budget:** | **Production timeline:** |
| **Requested by:** | **Project owner:** |
| **Background** |  |
| **Objective** |  |
| **Audience** |  |
| **Customer truths** |  |
| **Key messages** |  |
| **DELIVERABLES** |
|  |
| **Project tone** | **Look and feel** |
|  |  |
| **Desired reaction** | **Mandatory elements** |
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