**CREATIVE BRIEF**

This document details the key information for briefing in a direct mail project. The author of this brief must **e-mail it to the Creative Director and Creative Services Manager** as early as possible. It is important that they have sight of this brief in advance of the creative briefing.

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| **Client:** |  | **Date Issued:** |  |
| **Job Number:** |  | **Doc Version:** |  |
| **Job Name:** |  | **Author:** |  |

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| **KEY MESSAGE TEMPLATE** |
| for target audience who customer insight, brand name is the description of product or service that how it meets the customer need. |
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| **BACKGROUND** |
| Relevant information about client, market sector or any other issues that may be relevant. |
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| **CHALLENGE** |
| What do we ultimately want to achieve for this client? |
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| **TARGET AUDIENCE** |
| Who they are, age grouping, where do they live? |
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| **CUSTOMER INSIGHT** |
| What do they think? What makes them tick? What problems or aspirations do they have? This may or may not be related to your client’s product or service. |
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| **RELEVANT PRODUCT/SERVICE FEATURES** |
| What are the key features of the product or service that we want to draw out? |
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| **BENEFIT** |
| How exactly do the features benefit the customer? |
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| **TONE OF VOICE:** | **MANDATORIES:** |
| How does the copy need to sound? | T’s and Cs/product specifications/offers/close date? |
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| **BUDGET:** | **TIMINGS:** |
| What is cost per pack? Does it need to be VAT free? Media budget? Production budget? | Please list key milestones: launch date |
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| APPROVAL | | |
| The following signatures **confirm** that each individual understands & agrees to the elements in this Creative Brief. | | |
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| GAD Approval | Date |
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| TMW Account Director Approval | Date |
|  |  |
| Creative Director | Date |
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