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|  **CONTENT CREATIVE BRIEF** |
| **PROJECT NAME** |  |
| **REQUESTED BY** |  |
| **BUDGET** |  |
| **DUE DATE** |  |
| **DELIVERABLES** | ***▢*** | ***eBook*** | ***▢*** | ***Case study*** |
| ***▢*** | ***Whitepaper*** | ***▢*** | ***Infographic*** |
| ***▢*** | ***Blog post*** | ***▢*** | ***Presentation*** |
| **BACKGROUND** |  |
| **OBJECTIVE** |  |
| **AUDIENCE** |  |
| **KEY MESSAGES** |  |
| **RESEARCH**  |  |
| **MANDATORY ELEMENTS** |  |