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|  **VIDEO CREATIVE BRIEF**  |
| **Requested by:** | **Project owner:** |
| **Background** |  |
| **Objective** |  |
| **Audience** |  |
| **Production timeline** |  |
| **Launch date** |  |
| **Budget** |  |
| **VIDEO DETAILS** |
| **Video length** |  |
| **Language(s)** |  |
| **Device(s)** |  |
| **Channels** |  |
| **CREATIVE DETAILS** |
| **Key messages** |  |
| **Video tone** |  |
| **Look and feel** |  |
| **Desired reaction** |  |
| **Tag line** |  |