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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** |  | |