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.*** |
| For who is the that |

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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 |
|  |  |
| TMW Account Director Approval | Date |
|  |  |
| Creative Director | Date |
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