

Creative Brief

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DATE

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COMPANY NAME

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NAME

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ADDRESS

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DIRECT PHONE

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DIRECT FAX

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EMAIL

Goals: What are your business and/or marketing objectives?

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Audience: Who is your target audience? (buying/usage habits, values, attitudes, lifestyles, etc...)

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Perception: What do you want your target audience to think and feel?

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Communication Strategy: What is the overall message you are trying to convey to your target audience?

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Competitive Positioning: What specifically sets your company apart from your competition?

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