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| --- | --- | --- |
| **Agency Creative Brief** | | |
| **Account manager** |  | |
| **Client name** |  | |
| **Brand(s) and Product(s)** |  | |
| **Contact info** | Name and title |  |
| Email and phone |  |
| **Client details** | | |
| **Background** | | **Objective** |
|  | |  |
| **Audience** | | **Customer truths** |
|  | |  |
| **Key messages** | | **Brand voice** |
|  | |  |