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| **Content Creative Brief** |
| **Project name** |  |
| **Requested by** |  |
| **Budget** |  |
| **Due date** |  |
| **Deliverables** | ▢ | *eBook* | ▢ | *Case study* |
| ▢ | *Whitepaper* | ▢ | *Infographic* |
| ▢ | *Blog post* | ▢ | *Presentation* |
| **Background** |  |
| **Objective** |  |
| **Audience** |  |
| **Key messages** |  |
| **Research**  |  |
| **Mandatory elements** |  |