|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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** |  | | | |