|  |  |  |
| --- | --- | --- |
| **Campaign Creative Brief** | | |
| **Project name:** | | **Launch date:** |
| **Budget:** | | **Production timeline:** |
| **Contact details** | Requested by: |  |
| Contact information: |  |
| Brand / product: |  |
| Project manager: |  |
| **Campaign details** | Overview: |  |
| Objectives: |  |
| Audience: |  |
| Key messages: |  |
| Mandatory elements: |  |
| **Deliverable details** | Content: |  |
| Ads: | *.* |
| Design: |  |
| Video: |  |
| Other: |  |

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