|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Client | {client} | Project name | | {projectName} | | Job No. | | {jobNo} |
| Product / service | {productName} | Brief Written by | | {am} | | Date | | {date} |
| Review Date | {reviewDate} | Presentation Date | | {presentationDate} | | Live Date | | {liveDate} |
| Total budget | {totalBudget} | Estimate Attached | | Yes /  No | | Production Budget | | {budget} |
| First Response | Scamps  Mac Visuals  Other (type here)  Fast Track must have MD Approval/Sign Off | | | | | | | |
| Signoff | Planning Director | | Exec. Creative Director | | Account Director | | Client | |
|  |  | |  | |  | |  | |
| WHAT  ARE WE AMENDING? What campaign  or execution  are we changing? | {whatWereAmending} | | | | | | | |
| WHAT DO  WE NEED  TO CHANGE? Size, format,  images, copy? | {changes} | | | | | | | |
| WHAT CAN  WE LOSE? If format/size dictates. | {canBeLost} | | | | | | | |
| WHAT CAN’T  WE LOSE? If format/size dictates. | {cantBeLost} | | | | | | | |
| WILL BODy COPY NEED TO BE EDITED? How do we want our customer to react/think? What would the ideal response be? | {bodyCopyEdited} | | | | | | | |
| WHAT we MUST (OR MUST NOT) INCLUDE? Are there any mandatories, formats or brand guidelines which need to be considered? | {canCantInclude} | | | | | | | |