|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Client | {client} | Job No | | {jobNo} | | Date | {date} |
| Project Name | {projectName} | | | | | Brief Written by | {am} |
| Product/Service/Offer | {productService} | | | | | | |
| Review Date | {reviewDate} | Presentation Date | | {presentationDate} | | Live Date | {liveDate} |
| Sign off | Planning Director | | Exec Creative Director | | Account Director | | Client |
|  |  | |  | |  | |  |
| WHAT DO WE WANT TO SAY? Please give the main reason  for this communication and an explanation of the key message to the recipient. | {needToSay} | | | | | | |
| WHO ARE WE  TALKING TO? Please write a brief description of the target audience and the relationship they have with the brand/sender (age, sex, social demographic or an example of someone they are like). | {talkingTo} | | | | | | |
| HOW DO WE SAY IT? Please write a brief description of the brand tone of voice and provide/attach best examples of existing copy. | {howWeSayIt} | | | | | | |
| WHAT ARE THE FACTS? Please write any facts that need to be included or that will help strengthen the key message (attach additional details if needed). | {whatAreTheFacts} | | | | | | |
| ARE THERE ANY WORDS OR PHRASES TO BE AVOIDED? | {wordsAvoided} | | | | | | |
| ARE THERE ANY MANDATORY INCLUSIONS? Straplines, corporate phrases etc? | {madatoryInclusions} | | | | | | |
| ARE THERE ANY SPECIAL OFFERs or DISCOUNT DETAILS TO BE INLCUDED? | {specialOffers} | | | | | | |
| HOW DOES THE READER RESPOND TO THIS ACTIVITY? List all call to actions. | {readerResponse} | | | | | | |
| IS THERE ANYTHING ELSE THAT THE COPYWRITER NEEDS TO KNOW? Please attach a list of any additional information that would help the copywriter complete the project. | {copyMoreInfo} | | | | | | |