|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Client | **${Value1}** | | Project name | **${Value4}** | | | Job No | | **${Value2}** |
| Product/service | {productService} | | Brand | {brand} | | | Date | | **${Value3}** |
| Review Date | {reviewDate} | | Presentation Date | {presentationDate} | | | Live Date | | {liveDate} |
| Brief Written by | **${Value5}** | | Total budget: | **${Value8}** | | | Production Budget | | {budget} |
| First Response | Scamps  Mac Visuals  Other (type here)  Fast Track MD/CEO must approve sign off | | | | | | | | |
| Sign off | Planning Director | | Exec Creative Director | | | Account Director | | Client | |
|  |  | |  | | |  | |  | |
| WHAT CAMPAIGN  OR EXECUTION ARE WE DEVELOPING? An overview of  the requirement, outlining media. | | {execution} | | | | | | | |
| this campaign will have worked if… Describe success  for this work – what’s  our objective? | | {campaignWorked} | | | | | | | |
| The product/ service What features does  it have, what makes  it special? | | {productService} | | | | | | | |
| Who are we talking to? What appeals to them? Why will they be  interested in this? | | {weTalkingTo} | | | | | | | |
| What’s stopping them? Why are they not  already interested  and engaged? | | {whatsStoppingThem} | | | | | | | |
| Core Thought Has the core thought changed from initial brief, if so insert new core thought here. | | {coreThought} | | | | | | | |
| Why should they believe us?What additional insight and facts support the core thought? What’s in it for the customer? | | {whyBelieveUs} | | | | | | | |
| What do we want them to do? How do we want  our customer to react/think?  What would the  ideal response be? | | {wantThemToDo} | | | | | | | |
| WHAT BRAND ATTRIBUTES DO WE WANT TO PRESENT? Describe the  brand personality  and tone of voice? | | {brandAttributes} | | | | | | | |
| WHAT WE MUST (OR MUST NOT) INCLUDE Any mandatories and restrictions in addition to  the original creative brief. | | {canCantInclude} | | | | | | | |
| Attachments | | Chosen or approved concepts that need developing  Current and previous campaigns, results and critique  Research  Competitor campaigns and critiques  Client Brief | | | Other please specify Type here | | | | |