|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Client | {client} | | Job No | {jobNo} | | Date | | {date} |
| Project Name | {projectName} | | | | | Brief Written by | | {am} |
| Product/Service | {productService} | | | | | Budget Required | | Yes /  No |
| Review Date | {reviewDate} | | Presentation Date | {presentationDate} | | Live Date | | {liveDate} |
| Sign off | Planning Director | Exec Creative Director | | | Account Director | | Client | |
|  |  |  | | |  | |  | |
| WHAT DID  THE CLIENT LIKE ABOUT THE WORK | {clientLike} | | | | | | | |
| WHAT DID  THE CLIENT NOT LIKE ABOUT THE WORK | {clientDislike} | | | | | | | |
| WHAT DO  WE NEED  TO DO NOw Develop chosen idea, further creative development or if complete rebrief please attach new creative brief (if ready). | {needToDo} | | | | | | | |