|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Client | {client} | | | Job No | {jobNo} | | | Date | {date} | |
| Project Name | {projectName} | | | | | | | Brief Written by | {am} | |
| Product/Service | {productService} | | | | | | | | | |
| Review Date | {reviewDate} | Presentation Date | | | {presentationDate} | | | Live Date | {liveDate} | |
| First Response | Scamps  Mac Visuals  Other (type here)  No Boundaries  Fast Track must have CD Sign Off | | | | | | | | | |
| Sign off | Planning Director | | Exec Creative Director | | | | Account Director | | | Client |
|  |  | |  | | | |  | | |  |
| WHAT HAVE WE BEEN ASKED TO DO? An overview of  the requirement,  outlining media. | {whatWeveBeenAsked} | | | | | | | | | |
| IS THIS WORK IN SUPPORT OF ANY OTHER ACTIVITY? Outline and supply examples. | {workSupport} | | | | | | | | | |
| WHO ARE WE TALKING TO? What are they in to?  What appeals to them?  Why will they be  interested in this? | {talkingTo} | | | | | | | | | |
| DOES  THIS NEED  A NEW IDEA  OR ARE WE FOLLOWING AN EXISTING CONCEPT? What is the creative challenge? Where should we invest our efforts? | {newIdea} | | | | | | | | | |
| WHAT DO WE WANT THEM TO DO? How do we want our customer to react/think?  What would the ideal response be? | {wantThemToDo} | | | | | | | | | |
| WHAT  WE MUST  (OR MUST NOT) INCLUDE Mandatories  and restrictions. | {canCantInclude} | | | | | | | | | |
| Attachments | Current and previous campaigns, results and critique  Research  Competitor campaigns and critiques  Client Brief  Pen Portraits  Best practice examples | | | | | Other please specify Type here | | | | |