|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Client | {client} | | Job No | {jobNo} | | | Date | | {date} |
| Project Name | {projectName} | | Brief Written by | {am} | | | Delivery Date | | {deliveryDate} |
| Service | {service} | | Image Type | Commissioned  Image Library  License Free | | | | | |
| Production Budget | {budget} | | Usage | Digital  Print | | | | | |
| Sign off | Planning Director | Exec Creative Director | | | | Account Director | | Client | |
|  |  |  | | | |  | |  | |
| WHAT HAVE WE BEEN ASKED TO DO? An overview of  the requirement,  outlining media. | {askedToDo} | | | | | | | | |
| 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  WE MUST  (OR MUST NOT) INCLUDE Mandatories  and restrictions. | {mustInclude} | | | | | | | | |
| OUTPUT SPECIFICATION What is the required file format and image size? Are there any output variations? | {outputSpec} | | | | | | | | |
| WHAT DO WE WANT THEM TO DO? How do we want our customer to react/think?  What would the ideal response be? | {wantThemToDo} | | | | | | | | |
| Attachments | Current and previous campaigns/imagery  Research  Pen Portraits  Best practice examples  Client Brief  Art Director Brief  Photographer Brief | | | | Other please specify Type here | | | | |