

**CREATIVE BRIEF**

<Insert client name>

**COVER SHEET**

|  |  |  |
| --- | --- | --- |
| **Job number** |  | |
| **Email type** | Newsletter, solus, etc | B2B or B2C |
| **Quantity** | ( for example 3 separate emails, etc) | |
| **Deadline** |  | |
| **Campaign manager** |  | |
| **Editorial contact** |  | |

**JOB SPEC**

|  |  |  |  |
| --- | --- | --- | --- |
| **Nature of work** | **<Delete as applicable>**  New client, new project  Existing client, new project  Existing client, repeat of an old project | | |
| **What is the budget for copy?** |  | | |
| **Required copy, quantities  and character counts**  Character counts to be completed by copy/design departments | **Required copy**  **For example**  **Intro header**  **Intro copy**  **Pod copy**  **Banner copy**  **Footer copy** | **Quantity**  x 1  x 1  x 2  x 1  x 1 | **Char. count/s**  **For example**  Max. 15 chars  Max. 50 chars  85 chars each  15 chars  35 chars |
| **Notes on required copy + links**  Cut/paste client comments here | **Intro copy**  ( Eg Must mention 15% giveaway during May bank holiday)  **Pod copy 1**  (eg National Express’s London 2for1s)  **Web link:** http://www.2for1.net | | |
| **Is the content dynamic or static?** | Dynamic/Static | | |
| **Who is our target audience?**  Only fill in if something specific. Otherwise editorial will defer to brand guidelines/TOV |  | | |
| **Which countries will it be sent to?** |  | | |
| **What are the aims and objectives  for this content?** |  | | |
| **What should the audience think,  feel or do after reading?** |  | | |

**CLIENT REQUIREMENTS**

|  |  |
| --- | --- |
| **Mandatory requirements** |  |
| **Mandatory information** |  |
| **Nice to haves** |  |
| **Calls to action** |  |
| **Salutation**  Include data merge fields if known |  |

**SUBJECT LINES**

|  |  |
| --- | --- |
| **Do we need to produce subject lines?** | Yes/No |
| **How will the sender name appear?** | From: ‘Xxx’ |
| **Mandatories** |  |
| **One recent, decent subject line** |  |

**SUPPORTING DOCUMENTS**

To be completed by Copy Editor

|  |  |
| --- | --- |
| **Project template** |  |
| **Recent example/s of similar project/s** |  |
| **Brand guidelines** |  |
| **Tone of voice** |  |
| **Audience analysis** |  |
| **Data analysis** |  |