*The below information needs to be completed in as much detail as possible:*

|  |  |  |  |
| --- | --- | --- | --- |
| **Client:** | *Example client no 1* | **Date of brief:** | *03/09/2012* |
| **Project number:** | *nec\_p6192\_se\_solus* | **Deployment / delivery date:** Must be complete | ***07/09/2012*** |
| **Campaign Manager(s):** | *Claire Rollinson* | **ESP:** | *Silverpop* |
| **Version** *(Amend round no)* | *1* | | |
| **Job type:** *Build, population, duplication, amends, render issues, newsletter and text* | *Build* | | |
| **Has the PSD been finalised/checked?**  *Yes / No / N/A (for non-build jobs)* | *Yes* | | |
| **Assets to use:** *e.g. psd, images, copy doc, links doc, new fonts etc. Please include file names and location* | *Link to new font to use here >>*  *Finalised PSD >>*  *Links document >>*  *Images can be found here >>>*  *Full brief and completed CRF for info on project as a whole can be found here >>>* | | |
| **Previous template:** *State either template/previous mailing to use or confirm it is a completely new build. This must be confirmed before submitting.* | *Previous template has headers and footers which are to be used for this build to.*  *Previous template build can be found here>>* | | |
| **Personalisation:** *Please indicate fields which are personalised* | *[Firstname] [clubcard no] [policy id] [telephone number]* | | |
| **Dynamic content required (Y/N)** *Please provide details in brief* | *No* | | |
| **Client specific mandatory items:** | *Ensure white background colour on outer rim of email so when an email subscriber ‘replies to email’ the background does not appear in black* | | |

|  |
| --- |
| **Detailed Instructions:** |
|  |