BHW	Deadline:
CREATIVE BRIEF TITLE:	Objective:
PROJECT #:	Target demo:
Brand Personality:	

## **Brand Promise:**

Any current perception we need to address/mitigate?		Single most compelling point:		What should the target feel?
to address/illitigate:	<b>↓ ′</b>		1	
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Prove it:

Deliverables:

Mandatory: Determined by acct and client. (Address?, web?, etc.)