

[INSERT PROJECT TITLE]

Project Overview

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Stakeholders	Budget	Timeline

What are the goals of this work?

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What insights or ideas are important for this campaign?:

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What are the KPI's of this campaign?

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What are the target audiences?:

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Platforms and specs for assets needed:

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Creative elements needed for execution:

Concept Ideation

Video Production

Design

LP / Web design

Print

Email

Copywriting

Motion / Animation

Other (please specify):

What is the tone of voice or main thing to know about this creative request?

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What is the desired response of the audience to this creative request?

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Notes or links to existing creative examples/assets:

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