

## Creative brief

Account team		Job
Creative team		

Client	
Brand	
Assignment	
Budget	

Timetable	
Briefing date	
Initial creative concepts presentation (internal)	
Creative concepts presentation (internal)	
Handing over ready materials	
Presentation to the Client	

Requirements

<b>1. What is this advertising for?</b>
<b>2. How should the consumer respond to the advertising?</b>
<b>3. Who is this advertising for?</b>
<b>4. Proposition</b>
<b>5. Support</b>
<b>6. End benefit to the consumer</b>
<b>7. Mandatories</b>
<b>8. Execution hints</b> (tonality, restrictions, media hints, creative starters)

Approval	Signature	Date
SD/SP		
AD / AE		
PD		
CD		
Client		