

# CREATIVE BRIEF

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**Client**

**Medium**

**Deadline**

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**Task**

**Thought**

**Because**

<b>Creative Director</b>	<b>Planning Director</b>	<b>GAD</b>
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**DESCRIBE THE AUDIENCE**

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**WHY AREN'T THEY DOING WHAT WE WANT THEM TO DO?**

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**WHY SHOULD THEY?**

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**DESCRIBE THE BRAND CHARACTER WE WANT**

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**WHAT MUST THE ADVERTISING INCLUDE**

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<Now make the strategy as compelling as possible>