

# Advertising Project Creative Brief

## Project Overview

Provide a brief description of the project.

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## Background & Objectives

Explain the background and what you hope to achieve.

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## Target Audience

Who are we trying to reach?

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## Key Message

What is the single most important thing to communicate?

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## Deliverables

- E.g. Banner ad 300x250px
- E.g. 30-second video
- E.g. Social media post

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## Timeline

Project deadlines and milestones.

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## Budget

Estimate or approved amount.

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## Approvals

Stakeholders and project owners.

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