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**Creative Agency**

**Briefing Template**

Text here.

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# A great project needs a good brief. A little time now can make all the difference in terms of kick-starting your project with the right information.

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| **JOB/PROJECT TITLE:** |  |
| **Organisation name:** |  |
| **Key dates /deadlines:** |  |
| **Project objectives:** |  |
| **Brief project context:** |  |
| **Target audience:**  *Tell us what you know about your target audience* |  |
| **Evaluation:**  *How will we measure success / is there a call to action? Etc.* |  |
| **Inspiration:**  *Examples of tone, style, comparators, what to avoid* |  |
| **Budget:**  (Please state budget  excluding VAT) |  |
| **Approval process:**  *Who needs to sign this off?* |  |
| **Accessibility considerations:** |  |

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| **WHAT TYPE OF SERVICES WOULD YOU LIKE FROM US?** |
| *This list isn’t exhaustive – but gives us an idea of what the project will involve.*  Research Y/N Animation Y/N  Copy writing / editing Y/N Film Y/N  Content planning Y/N Photography Y/N  PR Y/N Web development Y/N  Social media content Y/N Design Y/N  Strategy development Y/N  Illustration Y/N |

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| **FURTHER CONSIDERATIONS** | |
| **Suggested format(s):**  *Print, online, animation, film, banner, event, etc.* |  |
| **Quantity required:** |  |
| **Does the job need to follow brand guidelines?**  *If so, please supply a copy with this briefing form.* |  |
| **How is this piece of work  going to be used?** |  |

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| **PRINT** | |
| **Quantity required** |  |
| **Delivery address and contact name** |  |
| **CONTENT** | |
| **Content outline/plan:**  *Please provide broad content outline, number of pages, sections etc. and any existing written content and relevant web / email links* |  |
| **Type of imagery:**  *i.e. photos, illustrations, data* |  |
| **Who is supplying imagery?** |  |
| **Is there a separate budget for photography/ illustration?** |  |
| **Logos required:**  *Please list, and supply both vector EPS and PNG files of logos.* |  |

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| **ANYTHING ELSE?** |
| *Please include any additional information about your project or any details not outlined above.* |



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**@libsconnected**

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