|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Content Creative Brief** | | | | |
| **Project name** |  | | | |
| **Requested by** |  | | | |
| **Budget** |  | | | |
| **Due date** |  | | | |
| **Deliverables** | **▢** | **eBook** | **▢** | **Case study** |
| **▢** | **Whitepaper** | **▢** | **Infographic** |
| **▢** | **Blog post** | **▢** | **Presentation** |
| **Background** |  | | | |
| **Objective** |  | | | |
| **Audience** |  | | | |
| **Key messages** |  | | | |
| **Research** |  | | | |
| **Mandatory elements** |  | | | |