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| **Client Creative Brief** |
| **Account manager** |  |
| **Client name** |  |
| **Brand(s) and Product(s)** |  |
| **Contact info** | *Name and title* |  |
| *Email and phone* |  |
| **Client details** |
| **Background** | **Objective** |
|  |  |
| **Audience** | **Customer truths** |
|  |  |
| **Key messages** | **Brand voice** |
|  |  |