|  |  |  |
| --- | --- | --- |
| **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** |
|  | |  |