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| **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** |  |