

How To Brief Creatives

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Mandatory Information

If you could only tell your agency the essentials of what you're looking for, what would you include?

Topic Details

What is the purpose of your project?
Why are you doing it?



Audience Insight

Who are you targeting and what do they need to know? Where will this project be seen?



Design Ideas

If you could picture the final output, what does it look like?



Design Execution

Trust your agency to deliver a solution that meets your objectives.



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