

Name obscured

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**Client Planning Brief**

**Client:**

**Brand:**

**Launch Date:**

**Target (Who is the brief aimed at):**

**Marketing Objective:**

**Goal:**

**Background:**

**Purpose of the brief:**

**Comms Objective:**

**Desired Consumer response (who we want consumers to react / think):**

**Key Messages:**

**Style and Tone:**

**Mandatories / Considerations / specs:**

**How will success be measured?**

**Budget & Delivery timings:**