**MARKETING CLIENT
BRIEF TEMPLATE**

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| PROJECT TITLE |  |
|  |
| CLIENT OVERVIEW |  |
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| PROJECT OVERVIEW |  |
|  |
|  |  |
| Client Name, Title(xxx) xxx-xxxxEmailCompanyAddress Line 1Address Line 2Address Line 3 | Your Name, Title(xxx) xxx-xxxxEmailCompanyAddress Line 1Address Line 2Address Line 3 |
| BUDGET |  |  |
| **AMOUNT** |  |
| **FINANCIAL SOURCES** |  |
| **NOTES** |  |
| PROJECT OBJECTIVES |  |  |
| Detailed goals, desired outcomes, and measurable objectives |
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| MARKETING GUIDELINES |  |
| Detailed approval process for all pieces, style guides, and links to existing branding standards |
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| MARKETING MATERIALS |  |  |
| Describe the pieces required, along with the strategic reach and the desired outcome |
|   |
| **COPY** | Taglines, slogans, body copy requirements |
| **PRINT ADS** | List any printed materials |
| **DISPLAY ADS** | List type of advertisement and length of time required |
| **SIGNAGE / BANNERS** | List items needed and deadlines |
| **EVENT / PROMO PIECES** | List items needed and deadlines |
| **WEBSITE** | Describe web requirements |
| **SOCIAL MEDIA** | List platforms, manpower, and desired outcome |
| **OTHER** |  |
| TIMELINE |  |  |
| PROJECTED TIMELINE, IMPORTANT DATES, AND DEADLINES |
| MM/DD/YY |  |
| MM/DD/YY |  |
| MM/DD/YY |  |
| MM/DD/YY |  |
| TARGET AUDIENCE |  |  |
| PRIMARY DEMOGRAPHIC | The who, what, when, and where of the target customer base |
| SECONDARY DEMOGRAPHIC | The who, what, when, and where of the target customer base |
|  |
| CALL TO ACTION |
| Detail the desired reaction of the target audience |
|  |
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| CAMPAIGN LOOK AND FEEL |
| Detail the desired reaction of the target audience |
|  |
| CAMPAIGN MESSAGE |
| Define key benefits of the product, describe its value, and describe the desired target audience take away |
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| COMPETITIVE ANALYSIS |
| Describe competitors, their campaign messages, research findings, and supporting information - list any document attachments |
|  |
| IMAGE REQUIREMENTS |
| **GRAPHICS** | List needed imagery and projected sources |
| **PHOTOGRAPHY** | List needed imagery and projected sources |
| **MULTIMEDIA** | List needed imagery and projected sources |
| OTHER |
| Include any other critical information |
|  |
|  |
|  |
| COMMENTS AND APPROVAL |
| CLIENT CONTACT NAME AND TITLE |
|  |
| COMMENTS |
|  |
| DATE | SIGNATURE |
|  |  |
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