



Copywriting brief

Date brief taken:

Job title:

Job number:

Client company:

Contact name:

Address:

Email:

Tel no.

Account holder:

Copywriter:

Overall requirement:

Initial deadline(s):

Final delivery by:

Background information:

Aims and objectives:

Budget:

Our approach:

Their marketing plan:

Our marketing advice:

Elements in the mix:

Target audience:

What are they like:

Market profile:

Client's position:

Main competition:

Main message:

Supporting evidence:

Background material:

Raw material:

Client's creative direction: