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| **Content marketing campaign brief** | | |
| **Project name:** | | **Launch date:** |
| **Budget:** | | **Deadline:** |
| **Contact details** | *Brand / product:* |  |
| *Requested by:* |  |
| *Contact information:* |  |
| *Project manager:* |  |
| **Campaign details** | *Overview:* |  |
| *Objectives:* |  |
| *Audience:* |  |
| *Key messages:* |  |
| *Mandatory elements:* |  |
| **Deliverable details** | *Content:* |  |
| *Ads:* | *.* |
| *Design:* |  |
| *Video:* |  |
| *Other:* |  |