**story brief & strategy**

**OBJECTIVE/GOAL:**

[Insert Body copy]

**PROGRAM FOCUS:**

[Insert Body copy]

**BACKGROUND:**

[Insert Body copy]

**TARGET AUDIENCE:**

[Insert Body copy]

**SUPPORTING INSIGHT:**

[Insert Body copy]

**MARKETING CHANNELS:**

[Insert Body copy]

**KEY L.E.P.s/COMPANY/ORGANIZATION:**

[Insert Body copy]

**MESSAGING HIERARCHY/COPY CONSIDERATIONS:**

[Insert Body copy]

**CTA’S:**

[Insert Body copy]

**DESIGN/IMAGE CONSIDERATIONS:**

[Insert Body copy]

**PROJECT DELIVERABLES/SPECS:**

[Insert Body copy]