

CR BRF.

SMALL SPIL.BIG IDEAS.



147 WEST 35TH STREET
SUITE 1504
NEW YORK, NY 10001
WWW.SPILCREATIVE.COM

NAME*	COMPANY	ADDRESS
EMAIL*	CONFIRM EMAIL*	
PHONE_01	PHONE_02	

PROJECT TITLE

KEY FACT(S) : "What should we know"	COPY PLATFORM: "Why they should buy"
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OBJECTIVE: "What we want to happen"	TONE AND EXECUTION: "What's our approach"
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TARGET AUDIENCE: "Who to sell"	MANDATORIES: "What must be included"
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POSITIONING: "How to sell"	ANTICIPATED BUDGET:
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PRIMARY MESSAGE: "What to sell"	EXPECTED DELIVERABLES:
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