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Each target audience requires a particular communication style that should be included in the creative brief outline. Spell out the specifics so they can be reworked to build the key messages that set the tone for all

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WhatIs a DesignBriefAnyway?

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Great creative projects start with a great design

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Creating the Perfect Design Brief. Jim Speedlin, Coleman Mockler, Karl Speak, and especially Professor Stephen A. Greyser of the Harvard Business School, a collaborator, mentor,

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