**COPY CREATIVE BRIEF**

**ZOLL Medical Corporation**

**Submitted by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Brand/Product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Target Audience:** (Who is the intended recipient of this campaign?)

**Key Purpose:** (What makes this a unique campaign/project?)

**Main Message** (What do we want to achieve? What is the main message we want to get across?)

**Tone & Personality:** (Suggested approach to target audience)

**Market Conditions:** (Insight into the market, main competition, sources of business, etc.)

**Support/Research:** (Ideas or facts to help fulfill the goal/promise. Include sources for footnotes/studies, etc.)

**Resources:** (Please provide any images, content or resources that might be helpful for creative or editorial.)

**Usage:** (Email blast, flyer, brochure, direct mail, etc.)

**Additional Information:**