

AE

AE AD BRIEF

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1. AD BRIEF가 -

2. AD BRIEF ?

3. AD BRIEF 가?

4. AD BRIEF

5. 가 ?

AD BRIEF가 ?

KEY

TEST

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AE

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AE

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AE가 AD BRIEF

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Review

- AE가

AD BRIEF

가?



sample1. SAATCHI & SAATCHI THE BRIEF  
CREATIVE BRIEF





sample2. DDB NEEDHAM  
CREATIVE SPRINGBOARD



sample3.

AD BRIEF



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## AD BRIEF

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- 100 AE 120 AD BRIEF
- PRODUCT, AD BRIEF



# AD BRIEF

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( SAATCHI & SAATCHI THE BRIEF )

1.

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2.

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가가

3.

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4.

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# AD BRIEF

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# AD BRIEF

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## 1. BACK GROUND

\*\* ( ) ( , )

2.

3.

4. - ( / what to say & why)

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5. 가

- Tone & Manner

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## 6. MEDIA

7. : Review /

CREATIVE

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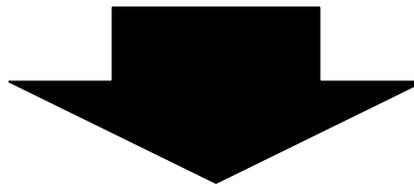
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“ 가 ”

Brain Storming

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‘ ’ ‘ ’ Concept Wording



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가 Brief Sample 가

1.

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2.

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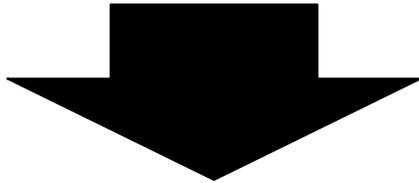
3.

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4. Creative Guide Line

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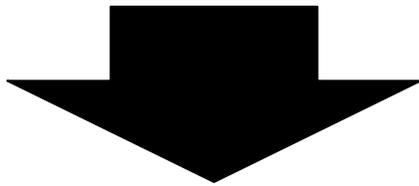


가 Sample



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- Brief 가 Briefing !
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- BMP DDM

DIRECTOR TONY COX'

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2 가

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