

# Copywriting communications briefing sheet

## ADVERTISER AND BOOKING DETAILS

**Client (per order form):**

**Product/brand:**

## INFORMATION

**Type of communication:** *(Press release, internal company announcement, product launch announcement, internal and external marketing communication etc...):*

**Summary of message:** *(Key messages you want include in communications, ie details of product to be launched, information on event to be announced etc...)*

**Call to action:** *(What action do you want readers to take? i.e. Visit website; sign up to event; use code to redeem offer; contact individual to find out more etc...):*

**Contact information/links:** *(What contact details or hyperlinks do you want to appear in communication):*

---

## ADDITIONAL INFORMATION

**What does your company/brand do?:**

**Who are you targeting? (Age, sex, lifestyle, etc):**

**Are there any case studies that can be provided?:**

**Are there any celebrities or brand ambassadors attached to the campaign/product?:**

**Once filled in, please return this brief to [info@hurstmedialabs.com](mailto:info@hurstmedialabs.com)**

**Please list any legal restrictions or constraints Editorial should be aware of? (e.g. specific spelling of the product, trademarks or copyrights, approved by any regulatory bodies):**

**Any other information?:**