



## Free-2-Travel Project Brief

<b>Agency:</b>	
<b>Client:</b>	
<b>Product:</b>	
<b>Date:</b>	

<b>Brand Values</b> <b>Brand Essence</b>	
<b>Promotional Objective:</b>	
<b>Promotional Timing:</b>	
<b>Target Audience:</b>	
<b>Preferred Destinations:</b>	
<b>Length of Prize:</b>	
<b>Number of winners:</b>	
<b>Budget:</b>	
<b>Contra Opportunities</b> (What can your client offer a partner)	
<b>Helpful Information</b>	