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| **Project details** |
| Project title / Job number |  |
| Client |  |
| Contact info | Name: |
| Phone: |
| Email : |
| Details, anything to know |  |
| What is your approval process? Please list any stakeholders |  |
| **Background** |
| Briefly describe your company or organisation and any relevantbackground information. What are your mission, vision and values and your brand tone of voice. |  |
| Links to existing branding standards or guidelines etc |  |
| **Objectives** |
| Detailed goals, desired outcomes and measurable objectives for the project so we know what we’re trying to achieve and can refer back throughout the design process. Are we trying to change perceptions, raise awareness, present a more professional image, attract more funding etc. |  |
| Single minded message - if someone takes away one message from this what shout it be? |  |
| **Target audience** |
| The who, what, when, and where of the target audience | Primary demographic | Describe desired audience |
|  |  |
| Secondary demographic | Describe desired audience |
|  |  |
| Any other audiences | Describe desired audience |
|  |  |
| Call to action - detail the desired reaction of the target audience/s | Primary demographic | Describe desired audience |
|  |  |
| Secondary demographic | Describe desired audience |
|  |  |
| Any other audiences | Describe desired audience |
|  |  |

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| **Technical specifications** |
| Deliverables - describe the pieces required i.e. display ads, print ads, brochure, social assets etc. |  |
| How will it be produced |  |
| Copies required |  |
| Additional production information, ad specs, artwork guides etc. |  |
| **Additional references** |
| List any imagery requirements you foresee, and any projected sources for this imagery. Do you have a library of brand imagery etc. |  |
| Are there any previous projects that may be relevant - list any attachments |  |
| Describe competitors or peers, their campaign messages, research findings, and supporting information- list any attachments |  |
| **Timings and budget** |
| Important dates/deadlines |  |
| Budget | Design | £ |
|  | Production | £ |
| **Signed by:** |
| Commissioner and all stakeholders |  |