



CLIENT LTD.:  
CC.:

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Project \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Project objectives \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Target audience  
1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

Project description  publication  advertising  report  brochure  
 direct mail  web site  illustration  stationary  
 animation  video  flash  
 other (specify): \_\_\_\_\_

Customer (user) benefits \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Support for benefit claims \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Competition \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Distruibution \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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Creative considerations \_\_\_\_\_  
\_\_\_\_\_

Key message \_\_\_\_\_  
\_\_\_\_\_

Current/Desired perception

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

Strategic focus \_\_\_\_\_  
\_\_\_\_\_

Tone & Manner

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Project mandates \_\_\_\_\_

Project lifespan \_\_\_\_\_  
\_\_\_\_\_

Budget

Creative required	Quote required?
Art Approval	Date: _____
Film/digital output	Date: _____
Client sign-off	Date: _____
Deliver project	Date: _____

Delivery instructions \_\_\_\_\_  
\_\_\_\_\_