



CLIENT LTD.:
CC.:

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Project

Project objectives

Target audience

- 1.
- 2.
- 3.

Project description

- | | | | |
|---|--------------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> publication | <input type="checkbox"/> advertising | <input type="checkbox"/> report | <input type="checkbox"/> brochure |
| <input type="checkbox"/> direct mail | <input type="checkbox"/> web site | <input type="checkbox"/> illustration | <input type="checkbox"/> stationary |
| <input type="checkbox"/> animation | <input type="checkbox"/> video | <input type="checkbox"/> flash | |
| <input type="checkbox"/> other (specify): | | | |

Customer (user) benefits

Support for benefit claims

Competition

Distribution



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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
Art Approval
Film/digital output
Client sign-off
Deliver project

Quote required?

Date:
Date:
Date:
Date:
Date:

Delivery instructions
