
[designer inc]

Date

[client ltd]

[cc]

Project

Project objectives

Target audience

1.

2.

3.

Deliverables

Publication

Report

Direct mail

Advertising

Brochure

Motion (video/animation)

Website

Other (specify)

Customer (user) benefits

Support for benefit claims

Competition

Distribution

Creative considerations

Key message

Current/desired perception

- 1.
- 2.
- 3.

Strategic focus

Tone & manner

Project mandates

- 1.
- 2.
- 3.

Lifespan:

Lifespan:

Lifespan:

Budget

Quote required?

Creative required \$

Date:

Art approval \$

Date:

Client sign-off \$

Date:

Production/development \$

Date:

Deliver project \$

Date:

Delivery instructions
