
[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. _____ Lifespan: _____
- 2. _____ Lifespan: _____
- 3. _____ Lifespan: _____

Budget

- Quote required? _____
- Creative required \$ _____ Date: _____
- Art approval \$ _____ Date: _____
- Client sign-off \$ _____ Date: _____
- Production/development \$ _____ Date: _____
- Deliver project \$ _____ Date: _____

Delivery instructions
