

Client name

Contact details

Project name

Account Manager

Date

1. Brief summary of the creative deliverables:

2. What can you tell us about the organisation/products/services to be marketed?

3. What is your unique selling proposition? What makes your business unique?

4. Competitors? Any one else providing this service/product?

5. What is the objective? What are you trying to achieve?

6. Who is the target audience? What can you tell us about them?

7. What is the overall take out, or impression, you want to leave with them?

8. What tone or image do you want to portray?

9. Any mandatory elements to be included in design (ie logo/s, contact information, colours etc)?

10. Artwork specs

Has the following been supplied:

Logo (vector file)

Imagery

other:

Brand Guidelines

Copy

Artwork deadline

Printing deadline