



## Project Brief

### Project description

Can you say a few sentences about what you want and why?

### What's the budget and deadline?

When do you want the work delivered or are there different project stages?

### Audience positioning

Who are we talking to with this piece of communication and what response do you want from them?  
Do you have any audience insights you can share?

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## Marketing objectives

What is the organisational need for this product/item?

## What's the call to action?

After reading this piece of communication, what do you want your audience to do?

## Creative requirements and direction

Are there any brand or company editorial or style guidelines you need to highlight?

For example:

Logo, sign-offs, key messages

Format or design issues

Will you require photo selection and search?

Do you have a designer to hand?

## Anything else to highlight?

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