

This brief sheet is designed to assist us to capture the essence of a proposed marketing campaign. From this information, we will be able to advise you on our recommended execution plus provide a time-line and schedule of fees and costs.

Client name:	
Address:	
	ls
Phone:	
Fax:	D
E-mail:	cc
Job Number:	
First Draft due:	
Date Delivered:	

The Project or Event

Describe the project or event briefly, ensuring that you note any key information. i.e. Who, what, when, where and why?

The Objective

What do you want people to think or do in response to this campaign and over what timeframe?

The Audience

Who is your target audience?

The Tone, Manner, Look & Feel

Is it friendly, conservative, helpful, energetic, etc?

Do you have any specific ideas on how you would like your campaign to look? Outline briefly below.

Do you have any specific images or logos / branding to use? List below.

Additional Information

List out any other information you have for your campaign. i.e. Memos, e-mails, notes or existing collateral.

The Logistics

Time frame - when is your date due? _____

Budget - how much can you spend?_____

The Approvals

Who must we get approvals of work from?

Name

Position

Contact

The Message

What key messages do you wish to communicate?





NOTES

CHECKLIST

Have all questions answered? Y \square N \square

Have you prompted the client to send ALL relevant information? i.e. Examples, images, past communications etc ~ Y \square N \square

Which strategic communication areas need to be used?

Internal Online Community Hosting

External	
Creative Services	
Government/Industry	

E-commerce 🗖

What suite of marketing do you suggest?

Brochure 🗖	l	DL Flyer	
Poster	l	Stickers	
Booklet 🗖	l	Information Sheets	
Resource Kit 🗖	l	Postcard	
Pocket Card 🗖	l	CD/DVD	
Web Banner/ad 🗖	l	Invitation	
Name Cards 🗖	l	E-invitation	
Intranet Story 🗖	l	Internet Story	
Newsletter Story 🗖	l	Custom Website	
	Other:_		