



Date:
Project Name:
Project Champion:
Account Executive:

Background

Please summarize this program/project and what you want to achieve:
How will you measure the success of this program?
Which of the seven strategic goals does this project/program support?
Who are other stakeholders/partners in this project?

Audience

Who is the primary audience?
What do they believe before we tell them anything?
What should be avoided in talking to this audience?
Who is the secondary audience?

Objectives

What objectives are you trying to achieve?
What are the priorities of those objectives?
Can you suggest strategy or positioning to achieve the objective?

Message

If you could get one sentence through all the clutter, what would that be?
If they asked you to prove it, how would you do that?
What are the top features/facts about the program?
How do these stack up against the competition?
What is its value to the audience?
What other major points do you want to communicate?

Medium

What is the best way to reach this audience?
Is there another way?
Are there existing pieces that this piece must work with?
How will this piece be delivered to the audience?
What is the anticipated shelf life of this piece?

Tone and Image

Funny and casual, formal and buttoned up, or . . .
What tone and imagery should be used to engage them?
Any specific visual goals?

Anything Else

Any other design objectives or special circumstances?
Are there any mandates that must be in the piece?

Deadline

When must the message get to the audience for maximum effect?

When must we deliver the finished work?

Budget

How much money do you have to spend on this project?

Has this budget been approved? By whom?

What cost center will be charged?

What quantities do you need to produce? (for printed pieces)

Responsible Parties

What is the internal review and approval process?

Who needs to sign off on final execution?

Post-Briefing

Design Lead:

Publications Tracking Job Number(s):

Campaign Components:

Evaluation:

Deadlines met? If not, why?

Budget met? If not, why?

Outcomes achieved? If not, why?