



Brief

<campaign>

WRN:
Date:
By:

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: _____

Phone: _____
Fax: _____
E-mail: _____
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 Message

What key messages do you wish to communicate?

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
------	----------	---------

_____	_____	_____
_____	_____	_____
_____	_____	_____

