

Design Brief (Comprehensive)

For use in first meeting with client to scope out major project requirements; and for comprehensive studio briefing.

Project title:	Briefing date:
Company:	Budget:
Brand(s):	PO number:
Product or service:	
Client name and number:	
Deadline:	Brief taken by:
Team and roles:	

PROJECT OVERVIEW

New project / Update to existing project (please specify)
Project description:
Design and production timeline: Significant dates including first proof, sign-off, date to print, delivery/go live, etc.
Key communication objective:
Output requirement:

SITUATION ANALYSIS

Background: What is the current situation?

Future: Where do we want to be?

Competitors: Who are the major (and possibly minor) competitors? What are they doing right or wrong? What is their current marketing/promotion activity?

Who are we talking to? Demographics and psychographics.

(e.g. Who are they? Why do they need this product or service? What do we know about them? How do they feel? What do they like? What motivates them?)

When and where will the target audience be receptive?

Ways in:

CREATIVE DIRECTION

USP (unique selling point): What is the unique feature/benefit of the brand/product/service?

Idea: Is there a ground-breaking 'big idea'?

Proposition: What is the single-minded proposition which will drive the creative and capture the consumer?

Brand: What are the qualities, values, essence and personality of the brand?

Company: What is the 'cultural attitude' or values of the company?

Tone: What tone/manner will fit this project?

Response: What do we want our target audience to:

- > Think:
- > Feel:
- > Do:

Proof: What are the facts or research that will reinforce what we say?

Challenge: What could go wrong? What do we need to avoid?

Existing collateral: Are there any existing collateral/campaigns/websites/promotions that we should use as a reference, or tie in with creatively?

Mandatories: (e.g. Logos, colours, fonts, images, bylines, copy, etc.)

Content: Who will supply the following? When will it be supplied?

> Images:

> Logos:

> Copy:

> Other:

Design direction from client (if any):

NOTES