

# Design Brief (Comprehensive)

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



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

## PROJECT OVERVIEW

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

## 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