**PROJECT BRIEF**

|  |  |  |
| --- | --- | --- |
| **CLIENT** | | |
| **PROJECT NAME** | **Brooklyn Outdoor Film Festival Website** | |
| **CLIENT NAME** | Jennifer Viala | |
| **BRAND** | Brooklyn Vibes Events Co. | |
| **PRODUCT** | **Website page** | |
| **NAME** | | **MAILING ADDRESS** |
| **PHONE** | |  |
| **EMAIL** [JenniferViala@gmail.com](mailto:JenniferViala@gmail.com) (online) | |  |
|  |  |  |
| **PROJECT | *purpose and opportunity*** | | |
|  | | |
|  |  |  |
| **OBJECTIVE | *what does the project work to achieve?*** | | |
| Publicize the festival through website. Show information about the festival, the films are showing, and regularly published news or announcements about the festival. | | |
|  |  |  |
| **EXTERNAL LINKS | w*hat sites we should link?*** | | |
| City of Brooklyn’s news website  The Brooklyn Bridge Park’s website  CM:  Twitter, Instagram, and Facebook | | |
|  |  |  |
| **TARGET AUDIENCE | *who are we trying to reach?*** | | |
|  | | |
|  |  |  |
| **ATTITUDE | *style and tone*** | | |
|  | | |
|  |  |  |
| **MESSAGE | *what is the key idea to be remembered?*** | | |
|  | | |
|  |  |  |
| **DELIVERABLES & FORMAT | *describe key pieces to be produced*** | | |
|  | | |
|  |  |  |
| **SCHEDULE | *projected timeline, important dates, deadlines, etc.*** | | |
|  | | |
|  |  |  |
| **BUDGET** | | |
|  | | |
|  |  |  |
|  |  |  |
| **COMMENTS** | | |
|  | | |
|  | | |