

EXTERNAL

DATE REQUESTED: / /

DATE REQUIRED: / /

YYYY MM DD

SECONDARY CONTACT:

PURPOSE:

VEHICLE(S): Type of communication (e.x. web, print, video, banner, or other)

MARKET(S): Demographic

Seasoned clients

Seasoned clients in a new sector of work

New potential clients

Consultants

Primary audience:

Potential new market segments

Potential new entry level recruits

Potential new senior recruits

Other



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COMMUNICATIONS/CREATIVE BRIEF

MESSAGE: The single most important message we want our audience to know.

AUDIENCES' INTENDED ACTION (Call or email us, visit our website, make an appointment...)

BUDGET:

REQUIRED CONTENT:



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