



Project Brief

Use this document to outline your goals for the project, the project constraints and essential information about your company, your market and audience.

While it's helpful for your answers to be clear and concise, feel free to write in any way that emphasizes exactly what you want to achieve.

Company Information

Tell us about your company.

Who are your customers?

Tell us about your current marketing and advertising programs. Please include examples.

What types of marketing have been most successful for your company?

Market Information

Tell us about the industries you work in and the conditions in your market.

Who are your competitors?

Project Information

Give us a brief description of the project.

What is the reason you're starting this project now?

What is the timeline? Is there a particular deadline which must be met?

What is the budget for the project? *Please note, a ballpark figure is required for us to understand the scope of your project.*

Who will be our primary contact?

Are there other internal or external teams who will contribute to the project?

Who has final approval?

Project Goals

What are the aims and objectives of the project?

How will you measure the results?

How does this project fit into your overall marketing and/or business strategy?

Audience Information

Who is the audience for this project?

How do your company's products or services meet their needs?

In relation to the products and services of your company, what is most important to the people in this audience?

How will the content of this project reach them?

What does they get for their participation? News, product information, offers?

Additional information

Feel free to include your working brief here, or elaborate further.

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