**Design (only) BRIEF**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| CliENT CONTACT DETAILS  |  |  | | --- | --- | | Contact Name: |  | | Campaign Team: |  | | Email Addess: |  | | Telephone Number: |  | | Project PO Number: |  | | No of designs required |  | | Final designs required by? |  |  |  |  |  |  | | --- | --- | --- | --- | | **Design type** |  | **Functional spec’** |  | | Newsletter |  | Template for reuse |  | | E-shot |  | Multi-language |  | | Postcard |  | Dynamic content |  | | Banner |  |  |  | | Other (please state) |  |  |  | |
|  |

|  |  |  |
| --- | --- | --- |
| **Brief:** | | |
| **Campaign objective:** |  | |
| **Target audience:** |  | |
| **Primary message:** |  | |
| **Any secondary messages:** |  | |
| **What do you want your audience to …** | **Think:** |  |
| **Feel:** |  |
| **Do:** |  |
| **Look & Feel Considerations:**  *(i.e. Does it need to match a DM piece or website?)* |  | |
| **Mandatory Information**  **i.e. Offer Terms**  *(anything not in standard header and footer)* |  | |
| **Details of Offers and copy:**  *(plus all existing copy which needs to be included)* |  | |
| **Key Call to Action:**  *(i.e. Buy online, Get a quote, Phone us, See video)* |  | |
| **Image Requirements:**  *(Details of specific images to use or AW to source?)* |  | |
| **Any other information/requirements please specify** |  | |

|  |  |
| --- | --- |
| **Brand Requirements** *(provide to AW at start of project)* | |
| **Fonts** |  |
| **Brand guidelines and logo** |  |
| **Graphic Elements and Colour palette provided** |  |

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| --- | --- |
| **Email Assets Location:** (to be completed for all jobs)  *(i.e. name of file on* [*www.sharefile.com*](http://www.sharefile.com) */email attachment)* |  |