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| About you and this project: | |
| Client |  |
| Client Contact Name |  |
| Date Submitted |  |
| Date Creatives required |  |
| Deployment Date (if applicable) |  |
| Campaign Manager | To be complete by AW |

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| About your business: | |
| Brand name (if different) |  |
| B2C or B2B? |  |
| What industry are you in? |  |
| What does your company do? |  |
| Client URL | [h](http://www.mssociety.org.uk) |
| Your campaign objectives and performance measures | |
| **Why are you contacting your customers/subscribers?** |  |
| **What do you want  them to do?** |  |
| **How will you measure the success of the campaign?** *(clicks, opens, conversions)* |  |

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| General Objectives - details about this campaign: | |
| **What are your key messages and in what order?** *(primary, secondary, supporting, urgency)* |  |
| **Who are you sending the message to? *(****Age, income, gender, status, education, profession, nationality, location, interests, segment of base)* |  |
| **Will you address the recipient in the salutation and if so how?** (Dear first name, Dear Customer, no salutation) |  |
| **Are they any dynamic fields within the email?** |  |
| **Are there any mandatory elements: *(****Banners, Social Media, Top Menu, etc)* |  |
| **Do you have any previous examples of emails that you consider relevant to this campaign or that you like?** |  |

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| Creative requirements - what do you want us to create for you? | |
| **Project Type** – *choose from drop down menu or provide* | Choose an item. |
| **New or Existing Client** | New |
| **Number Required** | Choose an item. |
| **Type of design** | Choose an item. |
| **Type of copy** | Choose an item. |
| **Type of subject line** | Choose an item. |
| **Are you planning any Creative Testing (A-B)** |  |

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| Your Brand Guidelines | |
| **Do you have a brand guidelines document?** (including updated guidelines or marketing material and any future brand changes that might be relevant to this campaign) | *If Yes, please supply a copy to your Campaign Manager* |
| *If No, is your website a good reflection of your brand’s desired look-and-feel?* |
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| **What are you brand font(s)?** |  |

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| Design Specific Information | |
| **What do you want your audience to think, feel & do?** |  |
| **Look and feel:**  *Slick, Minimalist, Urban etc* |  |
| **Mandatory Elements:**  *(Banners, social media, top menu)* |  |
| **Design Examples:**  *(Provide examples of what you consider to be relevant or liked* |  |

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| Template Specific Information (only needed if a template is required) | |
| **What are your key requirements for the template**  *(Streamlining, uniform brand identity, creating a campaign trying to solve a problem?)* |  |
| **What are your key messages and in what order?** *(primary, secondary, supporting, urgency)* |  |
| **Please provide a sample of any content used previously** *(for text length / requirements)* |  |
| **What company-specific content must be included?** |  |
| Does your audience know the company better as a brand or via an individual? |  |
| **What social media do you use?** (please provide links) |  |
| **Please provide any  additional information:** |  |

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| Asset Checklist – required for AW to complete any design work  Please provide us with the below elements or let us know where we can find them | |
| 1. Logo (eps, ai or hi res version) |  |
| 2. Fonts (actual file or name so we can source if necessary) |  |
| 3. Colors (RGB or Hexidecimal) |  |
| 4. Graphic Elements - pings, bugs, icons (eps, ai or hi res versions) |  |
| 5. Brand Guidelines (pdf) |  |
| 6. Any assets e.g. images already purchased, copy |  |

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| Copy Specific Information (only needed if a copy is required) | |
| **What is your brand  tone voice? *(****conversational, friendly, formal, professional, educational, funny, light-hearted)* |  |
| **Is there a tone or any specific words/phrases that you don’t like?** *(too chummy, too salesy, competitor phrases)* |  |
| **Is there a word count or preference for length?** |  |
| **Who is the email from  (from field)?** |  |
| **Do you have a preference  for what is included in  the snippet?** |  |
| **Are there brand specific CTAs?** *(previous examples)* |  |
| **If not provided, where can  I get the relevant info for  the content?** |  |
| **Do you require subject  lines?** *(see brief below)* |  |

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| Subject Line Specific Information (only needed if a subject lines are required) | |
| **Please provide a short brief for subject lines:** *(length, content, conceptual or factual in style, promoting offer or brand, service-based, etc)* |  |
| **Does your brand name need to be in the subject line?** |  |
| **Is there any personalization  in the subject line?** *(eg Hi ##name##)* |  |
| **Are you testing the  subject lines and if so  what are you testing?** *(long v short, conceptual v factual, offer v brand, feature v benefit)* |  |