



Desire Shop



➔ **Project Title**

➔ **Project Overview**

➔ Objective

This is a concise statement of what you want to accomplish in your target market. Do you want to inform, persuade or motivate an audience to take a specific action?

➔ Target Audience

Who is the creative work addressing? Describe in as much detail as possible who you want to engage and influence. Use demographic information, describe interests, behaviors, needs and fears.

➔ Competitors

Who in your field also targets the same audience? Summarize what products they are currently selling or campaigns they are running that might affect reaching your own objectives.

➔ Your Offer

What are you trying to promote or sell exactly? What aspects or features of your offer stand out?

→ Key Benefit

What is the single most important benefit of your offer for your target audience?

→ Problem

What important problem of your target audience is your offer solving?

→ Proof Points

What information can you share to make your offer credible and trustworthy? Can you share customer quotes, satisfaction levels, low-price guarantees or test results that lend you external credibility?

→ Deliverables

What asset or assets do you need specifically? Images, a video, a PowerPoint presentation? Include details about the specific file format, size or other technical requirements.

Deliverable 1

Deliverable 2

Deliverable 3

→ Look and Feel

Add some keywords or personality traits that describe what you want the tone of voice and design to feel like.

→ Guidelines

Here you can include specific design features that you want to see included such as specific headlines or product photos or more general guidelines for the execution such as color palettes or fonts to use.

Copy

Social
Media

Other

→ Timeline

Projected timeline

Important dates/deadlines

→ Budget

Amount

Financial
Sources

Notes



➔ **Comments and Approval**

Contact Name and Title

Comments

Date

Signature



