

Today's Date: \_\_\_\_\_

Client: \_\_\_\_\_

Project Number: \_\_\_\_\_

Project Name: \_\_\_\_\_

Account Manager: \_\_\_\_\_

Designer: \_\_\_\_\_

New Job \_\_\_\_\_ or changes to Existing Job \_\_\_\_\_

Source/Previous Job Number \_\_\_\_\_

Kick Off Meeting Required: ☐ Yes ☐ No

Date/Time: \_\_\_\_\_

Internal Comp to Review by: \_\_\_\_\_

1st Draft to Client by: \_\_\_\_\_

Final Project Completed by: \_\_\_\_\_

Number of Comps \_\_\_\_\_

Budget: \_\_\_\_\_ Maximum Hours: \_\_\_\_\_

### Brief Job Description:

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### Project Mandatories/Restrictions/Notes:

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New Headline/Copy Needed: ☐ Yes (from Tony) ☐ No

### ☐ Print:

Size of Piece: \_\_\_\_\_

Size of Print Ad: \_\_\_\_\_

☐ Full color ☐ Grayscale ☐ Pantone(s) ☐ Bleed

☐ Crop Marks ☐ Newspaper ☐ Magazine ☐ Online Ad

Print Bids Required? ☐ Yes ☐ No

Due Date of Bid by: \_\_\_\_\_

☐ TV ☐ Radio ☐ Video

Script: ☐ :15 ☐ :30 ☐ Other: \_\_\_\_\_

Stations: \_\_\_\_\_

Title: \_\_\_\_\_

Due to Stations by: \_\_\_\_\_

☐ Storyboard/Illustrations Required? ☐ Yes ☐ No

### ☐ Outdoor Board(s)

Size: \_\_\_\_\_

### ☐ Web/Online Ad

Sizes: \_\_\_\_\_

### ☐ Website

Criteria: \_\_\_\_\_

### ☐ E-blast

Criteria: \_\_\_\_\_

### ☐ Strategy Plan

Criteria: \_\_\_\_\_

### ☐ New Business Presentation/Proposal

Criteria: \_\_\_\_\_

**WHAT ARE THE OBJECTIVES OF THIS PROJECT?**

What immediate market challenge is driving the project? How are we going to overcome it?

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**BRAND POSITIONING**

What characteristics drive this brand and must be evident in the project? Brand Promise? Brand Personality? Descriptive words?

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**TARGET AUDIENCE(S)**

Who are we trying to reach? What's the demographic?

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**AUDIENCE PERCEPTION**

What is the target audience's mindset? What's their overall perception of the client, product or service we're advertising?

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**WHAT DO WE WANT THE TARGET AUDIENCE TO THINK?**

What do we want the audience to learn from the project? Grand opening? Is there a unique brand message?

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**CREATIVE STRATEGY**

In 15 words or less, what single-minded message will we convey? Example: Volvos are safe performance vehicles.

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**WHAT IS THE USP (UNIQUE SELLING POINT)?**

What positions the product or service against competitors? Example: Other cars can't compete with Volvos safety.

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**REASONS TO BELIEVE?**

What specific facts about the product or service support our USP? Example: Volvo has a new 230 HP engine, rack and pinion steering, a four-jet turbo and seven air bags, etc.

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