

Design Brief



Client –Project

Introduction:

How has the need for marketing material surfaced? Did something/ someone initiate the marketing Campaign? Is there a new product launch, service or increased competition? Essentially, why are you doing this?

Aims and Objectives:

What is your key message? How do you want the material to change your business (increased awareness, generate more sales from your customers, tap into new customers)?

Target Audience:

Who is the campaign aimed at (Primary/ Secondary)? Do you have demographic information of your customer base? What similarities do your customers/ potential customers have with each other (think both work related and non-work related)? What motivates your customer in their workplace (increased productivity, confidence and control, salary incentives)?

Primary:

Secondary:

Intention:

How do you want the viewer to react to your campaign? What action do you want them to make? Think call to action...contact representative, drive to your website, etc.

Important information:

What is to be communicated (product/ service features, benefits, unique selling points)? Do you want the copy to be sales/marketing driven or information driven? What is your competition doing?

Design Brief



Communication Vehicles:

What advertising methods/ media will be used? Think about where your target audience will be. Wide distribution channel or specific channel aimed at distinct group?

Tone/Level of Risk:

Marketing/advertising is all about getting noticed. Risk can become an important factor in standing out. Do you want to be different or leaning towards conservative? (1 conservative, 10 pushing envelope)

Design Considerations and Specifications:

Do you have a corporate style guide (logo guidelines, colour palettes, typography)?

Do you have a style preference? Does your material need to be translated?

Please include any logos or legal statements that must be included.

Budget:

Are there budget restrictions? What is your predicted ROI? Can you take your budget from a percentage of that return?

Timeline:

Is your campaign tying in with an event? Do you want it to mirror an industry cycle?

Approval Process:

How many people would you like to be involved in the process? Who will be making the decisions and/or changes? This usually affects the speed of feedback.