



## \ media

Type of media

Leaflet

Website

Other

## \ project background

Key elements of the project.

Where are you now?

What business are you in?

What is this brief for? *(in a single sentence)*

What is your current brand essence, customer promise or organising idea?

Why do you need this piece of marketing?

Where do you want to be?

What is the your business objective / need / challenge?

More questions over the page ►

## \ specific requirements

Specifics of this project ie specifications, number of pages etc.

## \ target audience

Who is the project aimed at?

## \ objectives / goals

What is the aim of this project?

## \ key messaging

## \ budget

## \ assets / resources

What assets will need to be included and what resources will be needed?

Do you have a brand guideline document? Ie, logos etc.

Yes

No

Does the project require copywriting/photography?

Yes

No

## \ timeline

Outline the key dates in this project, milestones and completion.

## \ measurables

How will success be judged?

**Please save and return to Clockwise**