

Design Brief Template

Client
Organisation:

Enquiry
Date:

Contact
Name:

Due
Date:

Contact
Email:

Products & Channels:
 Printing Display Advert Direct Mail
 Email Online Social Campaign
 Other:

Contact
Phone:

Project Title:

Project Overview - Provide a summary of the background and opportunities for this communication.

Task - What is the issue you are trying to solve? What are you trying to accomplish?

Key Dates - What dates are important for this communication? eg. launch, meeting, events, EOFY.

Consultation - Who is responsible and needs to be consulted and informed for this communication?

Budget - What is the budget guide for this project? How much scope for creativity and finish is available?
eg. lowest cost, mid-range, deluxe high quality.

Audience - Who are we talking to? How will they receive the message?

What are the key demographics of the target? (age, gender, location, occupation, media, motivations)

Male Female M & F Child Teen Adult Senior Australia International

Insights - What we know about the audience. What motivates their decisions? How do they currently feel?

The Message - Why should they believe the message? eg. reputation, credibility, service levels.

Objectives - What is this communication aiming to achieve? eg. education, fundraising, sales, PR.

Call to Action - How will readers connect and respond to this communication? How will they feel and act?

Branding - Is there an existing style guide to conform to? If so, please supply.

If not, please describe the personality, tone of voice, colours and visual styles that are preferred.

Examples - Do you have examples of similar projects or competitor's communications for reference?

If so, please supply.

Existing Assets - What elements are available for use? eg. logos, images, fonts, final text, previous files.