Creative Brief for PRINT

Request a delivery date:
//
(Resource availability will impact date)

My Request

Please provide direction by completing the provided fields below. Sections are divided into project identity, creative purpose, audience, creative preferences, expected results, technical specifications, and what happens next. You are encouraged to attach files and documents to this request.

Our goal is to provide you with the highest quality and the fastest turnaround on your project. Print projects typically take two weeks to complete after the creative brief is accepted. Incomplete creative briefs will be returned. The minutes you spend now will save hours later.

Project Identity Name Your Project: Provide a Project Number: _____ Provide a Billing Code: _____ Personal Identity Information Provide your name: (First) _____ (Last) _____ We should reach you with questions by your preferred method of: ___ Email @ _____ ___ Phone __ _____ Ext. _____ __ Text ___ Instant Message _____ IM Handle: _____ ___ Other: _____ In your absence who can we contact for answers? Provide a colleague: (First) _____ (Last) _____ ___ Email ______ Phone _____ Ext. Creative Purpose Select the primary purpose of this print piece: (Choose multiple if appropriate) __ To inform __ To educate __ To inspire __ To disrupt __ To persuade

Tell us where this piece will be used and or distributed:

(direct mail, point-of-sale, hand delivered, posted, inserted in other collateral)

(other collateral, outreach campaigns, inbound, is free standing)

Continue

The intent of this piece is to be used in/on:

and to support/complement/____

PART

PART

2

Audience

Select an audience attril	bute from each category b	elow:
The audience will includ	e your existing customer b	oase: Yes No
Gender	Age (multiple)	Income Level
Female Male Both	Infant Child Youth 25 - 35 35 - 50 50 Plus All	Less than \$30,000 \$30,000 - \$49,999 \$50,000 - \$79,999 \$80,000 - \$100,000 More than \$100,000 All Income Levels
Notes:	Notes:	Notes:
Relationship to Brand Unaware Aware Intimate All Notes:	Attitude to Product or Service Negative Skeptical Receptive Positive Notes:	Leaning Liberal Conservative Neutral All Notes:
Share additional informa	ition that makes this audie	nce unique:
This audience would rath	herthan _	
This audience would rath	(work/play) herthan _	(work/play)
inis addictice would fall	(watch/do)	(watch/do)
This audience is motivat	ed by:	
Other details we should	know:	

- Continue □

PART 3

Creative Preferences

Select the emotion(s) and attitude	e(s) you wa	nt this piece to evoke:	
I would LIKE!	I would AVOID!		
Select which emotions you wish to <u>evoke</u> : (Multiples as appropriate)		Select which emotions you wish to <u>avoid</u> : (Multiples as appropriate)	
Curiosity Relief Admiration Anxiety Desire Urgency Others:	VS	 Curiosity Relief Admiration Desire Urgency Others: 	
Select the stylistic tone(s) you pre I would LIKE! Select which stylistic tone(s) you prefer: (Multiples as appropriate) Formal Dramatic Trendy Friendly Casual Professional Others: Share other details and characteris	VS	I would AVOID! Select which stylistic tone to avoid: (Multiples as appropriate) Formal Dramatic Trendy Friendly Casual Professional Others:	
Choose your visual element prefere	ences:		
Color Scheme: Black and White Use Brand Standard Scheme (fill this in with approved option (fill this in with approved option	•	Imagery: (choose multiple) Graphics Photographs BW Photographs Color Drawings	

− Continue ⊐

PART 4

Expected results (the goal)

PART

5

Increased Awareness Company Increased Awareness Product/Service
_ , _
Drive Traffic To Our: Retail Sites Web Site Partners/Resellers
Increased Phone Inquiries Partner/Reseller Recruitment Public Relations
Other:

Technical Specifications

The design team will make technical selections based on the particulars of your request. Please add the high level guidance that may be appropriate.

PART

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Share quantity needed: _____ finished pieces

Share the expected dimensions for the finished piece

__ Leave to the design teams discretion (no preference)

__ Letter size (8.5 x 11)

__ Legal size (8.5 x 14)

__ Tabloid size (11 x 17)

__ Other ___ width x ___ height (expect a close proximity)

___ Leave to the design teams discretion (no preference)

__ Landscape (horizontal)

__ Portrait (vertical)

Select the orientation

Choose paper attributes:

__ Leave to the design teams discretion (no preference)

__ Light (notebook weight) ___ Matte

__ Medium (up to post card weight) __ Semi Gloss / Eggshell

__ Heavy (card stock) __ Gloss

What Happens Next?

Once you submit your Creative Request it will be reviewed and assigned to creative. An initial design will be provided to you for <u>urgent review and approval</u>. A final review will be provided with edits, amends or changes requested. A production file or final piece will be produced.

Please share the FINAL REVIEW participants whose approval(s) are required:

Include me in the final review. __ Yes __ No

Include: (first) _____ (last) _____

Email address: ______ @ _____

Include: (first) _____ (last) _____

Email address: ______ @ _____

Include: (first) _____ (last) _____

Email address: ______ @ _____

Include: (first) _____ (last) _____

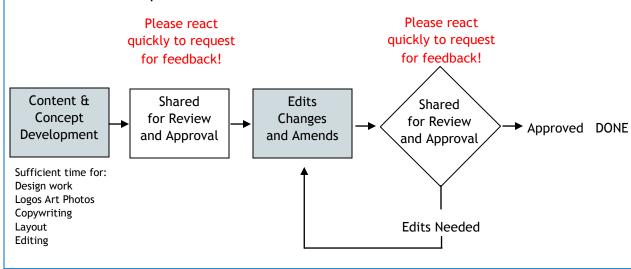
Email address: ______ @ _____

Include: (first) _____ (last) _____

Email address: _____ @ ____

Additional needed reviewers are included on the back in the same format.

Creative workflow process includes YOU.



PART