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| Client: |  |
| Project Number: |  |
|  | |
| Project Description: What are you looking to create? What is the problem we’re trying to solve? | |
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| **Background:**  Give us context. Why are we doing this? Is this request part of a campaign? What stage of the funnel does it fall into? |  |
| **Target Audience:**  Who are we talking to? (Please describe in detail using demographics and psychographics. |  |
| **Communication Objectives:** What are you hoping to accomplish? |  |
| **Key Message:**  What’s the most important thing we want to communicate? |  |
| **Value Props:**  What are the 3-5 main benefits/proof points/value props that will support the key message? Any key insights? |  |
| **Tone & Mood:** (ex. Warm & friendly, educational, humorous, sophisticated, urgency) |  |
| **CTA:**  What action do we want people to take after viewing these marketing materials? |  |
| **Mandatories:**  What brand guidelines should we be aware of? What mandatory information must be included in the marketing? (Disclaimers, logo lockups, eligibility requirements, etc.) |  |
| **Creative Considerations:** Is there anything we should include or avoid? |  |
| **Is this request time-sensitive?** | * Rush * High Priority * Standard |
| **Creative Team:**  Who will be participating in this project? | * Copy * Design * Video |
| **Approvals:**  Please list: Project requester name | Project Requester: |