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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:  |