

UNITED CREATIVES

Client Company / Name

Address

Project Title

Phone

Email

Your Website / Social Media Address

Describe Your Business in One Short Paragraph

Objective

What is the primary objective? What is the aim/purpose of the work? What must we create?

Your Target Audience

Consider demographic attributes such as age, gender, location, income, lifestyle, interests, etc.

Tone of Voice

What feelings do you want your project to evoke? What brand values must come through strongly?

Look & Feel

What aesthetic are you looking for?

Likes & Dislikes

What brands do you like and dislike? Why?

Copy, Logos & Images

What things must appear and can not be changed e.g. logos, copy content?

Existing Materials

What existing materials should we be aware of? Samples of previous campaigns, brand guidelines, etc.

Competitors

Who are your closest competitors? What makes you different or unique?

Budget

How much budget have you allocated for the project/s? Please specify if production is included or not.

Timeline

What is your production timetable and final delivery deadline?

Additional Comments

Please let us know here if you have anything else you would like to add.

Finally...

How did you hear about United Creatives?

Prepared by

Date