

PROJECT TITLE

TARGET DATE

2-Week Minimum Lead-Time

What is the background of the project? Why is it necessary?

PROJECT
BACKGROUND

What is to be accomplished? How will this be measured and success understood?

PROJECT
OBJECTIVES

What do they already think about this subject? Is there anything that should be avoided?

TARGET
AUDIENCE

What is the **one thing** to tell the Audience?

SINGLE
MESSAGE

What is to be used to give the Audience the message? What is the best way or place to reach them?

PROJECT
DELIVERABLES

Use adjectives and personality traits to describe the *character* of the project.

IMAGE &
CHARACTER

Are there films, ad campaigns or other marketing identities that you would like to emulate?

PRODUCTION
DESIGN

List color combinations you have decided on or are considering.

COLOR PALETTE

ADDITIONAL
COMMENTS