

ESTABLISHING THE BRIEF

CONFERENCE, EVENT, VIDEO, MULTI-MEDIA

Client:	Date in to Creative:
Project:	Creative Review Date:
Job Number:	Client Presentation Date:

Q1. What is the Client's business sector/s?

Q2. What is the background to this proposed project?

Q3. Define the Brand and its U.S.P.?

Q4. Is there any other useful information on the brand/corporate culture?
[e.g. existing video or other visual material, such as brochures etc]

Q5. Who is the target audience? Internal and/or external?
[Where are they working? Where located?]

Q6. Size of audience/s and their profile?
[Expectation/s, grades, lifestyle and what motivates them?]

Q7. What are the main business objectives of the proposed communication/s?

Q8. What are the key business messages to be communicated/taken away?

Q9. What evidence supports the business message / strategy?

Q10. How will this particular project 'fit' with other corporate activity?

Q11. More specific detail on the type of project being considered

Q12. What is the 'tone' of the project?
[e.g. celebratory, informative, motivational, entertaining etc.]

Q13. What is the expectation and/or likely mood of the audience?

Q14. Proposed dates?

Q15. Any preferred location/s?

Q16. Is there a known budget allocation/guideline?

Q17. Who is the main Client contact?

Q18. Who is the ultimate decision maker if not the above person?

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