



## Marketing and Communications

### CLIENT CREATIVE BRIEF

Client input is the foundation on which successful projects are built. This worksheet will help you articulate and identify the overall goals of your marketing project, including specific questions regarding message, audience, content, look and feel, and functionality.

#### General Information

1. What will your finished piece look like? Black/White or 4-color (*Brochure, flyer, poster, newsletter, postcard, print ad, invitation, program, banner, etc., and provide sizes needed.*)

2. Provide a clear, concise target audience. Age range, gender, etc. Who is the ultimate recipient of this piece?

3. What is the **ONE** primary message of this project? When the reader or viewer is done viewing your piece, what is the **ONE** thing you want him or her to remember about? (*"When you emphasize everything, you emphasize nothing."*)

4. What is the personality or tone of this project? What should the tone of the communication be?

5. Which words come to mind when you think of the value you provide to your audience?

- 1.
- 2.
- 3.
- 4.
- 5.

6. Which colors/shapes come to mind when you think of your business?

- 1.
- 2.
- 3.
- 4.
- 5.

7. Which images come to mind when you think of your business? *(NOTE: If possible, provide URL's from [www.rrcc.edu/photos](http://www.rrcc.edu/photos), or image #'s from [www.clipart.com](http://www.clipart.com) or [www.istockphoto.com](http://www.istockphoto.com))*

- 1.
- 2.
- 3.
- 4.
- 5.

5. What do you want people to DO, THINK and FEEL as a result of this project?

6. What other projects of this type appeal to you and present the type of message you want to portray? Please provide other print materials or URLs if applicable.

7. Please provide content for this project. *(NOTE: "content" means: all text for your finished project will be provided by you in a Word document or text file as it should be worded and spell-checked).*

8. What budget do you have set aside for this project? *(if the budget hasn't been defined yet, please include a range that represents how much you can reasonably set aside for the project.)*

9. Additional Notes/Comments

10. Approximate date when you'll need the finished project. *(NOTE: Print Publications Lead Time is Six weeks before deadline.)*

11. Client Contact:

Name:

Department:

Phone and email:

Cost Center #: