

IMC CREATIVE BRIEF

Client Name _____ Extension _____

Email _____ Charge Number _____

Project Name _____

Project Description

Project Due Date _____

Quantity _____

Delivery Information

Budget _____

Printing (outside vendor, copy center) or format of final piece (.jpg, pdf) _____

Medium/Format

multi-faceted campaign one piece (brochure, postcard, ad, etc.) _____

Size (if known) _____

What matters to you most?

Value (cost efficiency)

Timeline (time efficiency)

Content and design (quality)

What is second most important?

Value (cost efficiency)

Timeline (time efficiency)

Content and design (quality)

Who is the primary audience? _____

What objectives are you trying to achieve?

What is the primary message and/or call to action?

URLs to include? _____

Is there a tone you are trying to achieve?

Any directives on imagery?

Is there a previous version of this piece? In what ways did it work or not work?

Additional comments