

GENERAL BRIEFING FORM

NAME:	
ADDRESS:	
PHONE:	
DATE:	

THANKS

Thank you for considering *creative fruition* for your design needs.

To make sure that we understand exactly what you need and what you hope to achieve for your project we've created a questionnaire for you to complete.

If you are unsure of how to answer a question please leave it blank and we'll discuss it with you in more detail.

You can fax this form to 08 9355 1444 or send it to us at PO Box 348 Victoria Park WA 6979

WHAT IS THE PROJECT

Please give a short description of what your project is about.

BACKGROUND

What has already been implemented regarding this project?

TARGET AUDIENCE

Who are you trying to appeal to?

ATTITUDES

How do you expect people to respond to this?

CONTINUED...

OBJECTIVES

What do you realistically expect to do. This could range from, "Sell 10,000 items" to, "Changes people's negative attitude toward a product".

PROPOSITION

To persuade the target audience that... - one sentence only.

SUPPORT

List important information that backs up your main message.

tone

Accurately define the tone of voice required eg: Humorous, serious, authoritative, dramatic etc.

DESIRED RESPONSE

Imagine a spontaneous quote/reaction eg "I always thought Brand X was a foreign import - I didn't know it was handcrafted in Bunbury".

MANDATORIES

What absolutely has to go in the advertising ie logos disclaimers, Qualifications etc.



CONTINUED...

TIMELINE

What is the date this is required?

MISC

This can include things like printing, marketing, other ideas etc - we can discuss these in further detail if required.

BUDGET

Please answer this question as accurately and honestly as possible.

- \$150 - \$500
- \$500 - \$1,000
- \$1,000 - \$2,500
- \$2,500 - \$5,000
- \$5,000+
- Other

Please Specify

