

Job Number _____ Date Recieved _____

Project Name _____

Client _____ Account Executive _____

Contact _____ Designer _____

Phone _____ Email _____

MILESTONE
CONCEPT
COPY
COMP
2ND COMP
PRODUCTION
DELIVER

MEDIA

Collateral Publication Print Radio TV (:30 or :60) Web Direct Mail Other _____

BUDGET

Client Services _____ Strategic _____ Creative _____ PR _____ Production _____ Total _____

PROJECT OVERVIEW {Describe the project and the elements that are relevant to it.}

PROBLEM THE PROJECT MUST SOLVE {Examples of problems can be a product problem, a market problem or an image problem.}

OBJECTIVE {Conveys what the project hopes to accomplish.}

TARGET AUDIENCE {Who the piece is directed to, as well, as their psychographic make-up.}

PRINCIPLE COMPETITION {The arena in which the product will do battle.}

CONSUMER BENEFIT/UNIQUE SELLING POINT {What is in it for the audience?}

THE REASON WHY {What are the key features that back-up the benefit?}

THE SINGLE SENTENCE {The one thought we want the consumer to have about our product or service. The action we want the consumer to take.}

MANDATORIES AND POLICY LIMITATIONS {Legal cautions, carryover of a successful slogan, items of line to feature, type of casting, etc.}

Size:

Format:

Run Dates: