

START WITH THE ESSENTIALS

Let's shape the right creative response.

Complete what you can. Clear objectives and practical details help us move faster.

01 Company / brand

COMPANY

CONTACT PERSON

PREFERRED CONTACT

02 Project

WHAT DO YOU NEED?

WHERE WILL IT APPEAR?

WHAT DELIVERABLES OR SIZES ARE REQUIRED?

03 Objective

WHAT SHOULD THIS WORK ACHIEVE?

WHAT ACTION SHOULD THE AUDIENCE TAKE?

AUDIENCE, MESSAGE AND CONTENT

04 Audience

WHO ARE WE SPEAKING TO?

WHAT MATTERS MOST TO THEM?

05 Key message

WHAT IS THE SINGLE MOST IMPORTANT THING TO COMMUNICATE?

WHAT MAKES THE OFFER OR BRAND CREDIBLE?

06 Mandatory content

BRAND ASSETS

PRODUCT NAMES

PRICES, DATES OR CONDITIONS

LEGAL OR COMPLIANCE WORDING

LINKS OR QR CODE DESTINATIONS

CREATIVE DIRECTION AND TIMING

07 Creative direction

DESIRED IMPRESSION

EXISTING BRAND GUIDELINES

REFERENCES OR EXAMPLES

ANYTHING TO AVOID

08 Timing

FIRST PRESENTATION

FINAL DELIVERY

LAUNCH OR PUBLICATION DATE

SCOPE AND NOTES

09 Scope

EXPECTED FORMATS AND QUANTITIES

LANGUAGES REQUIRED

INTERNAL APPROVERS

AVAILABLE PRODUCTION BUDGET

10 Additional notes

ANYTHING ELSE WE SHOULD KNOW?