

Please complete all sections identified by a blue box:

Job Name:	Click here to enter text.		Job Number #:	Office Use Only		
Department/Group:	Click here to enter text.		Delivery Deadline:	Click here to enter text.		
Date Brief Written:	Click here to enter text.		Print Deadline:	Office Use Only		
Client Name:	Click here to enter text.		Client Services Contact:	Office Use Only		
Key Stakeholders:						
Budget:	Click here to enter text.		Digital	Y/N	Print	Y/N
Delivery Address:						
Items Required:	No. of Pages:	Size / Spec:	Special Finish:	Colour:	Quantity:	
<i>Leaflet, brochure, digital assets etc.</i>	<i>Double sided, 8pp, 6pp roll fold etc.</i>	<i>A4, A6, silk, recycled etc.</i>	<i>Foil block, spot UV, laminated etc.</i>	<i>B&W, full colour, spot colour</i>	<i>Number to be printed</i>	
Background: (Overview)						
<i>What's the big picture? Tell us about your department and why you need our assistance and what it is that you need from us?</i>						
Objective: (What's the goal)						
<i>Why are you doing this activity? What objectives are you trying to achieve (raise awareness, collect data, increase sales, get someone to do something...)?</i>						
Target audience: (Who are we talking to?)						
<i>Example: We are looking primarily to engage with students returning to the university after the summer break etc.</i>						
Focus: What's the most important thing to say or show?						
<i>Example: O Earth liquid laundry detergent uses a new, plant based chemistry that aggressively targets and removes dirt, stains and grease – with zero harm to the environment.</i>						

Please complete all sections identified by a blue box:

Mandatories: What do we have to include, what do we have to avoid?
<i>Is there a 'call to action' plus any brand/tone of voice guidelines, or list any assets that must be used or avoided. Make sure to include any Ts & Cs and legal requirements too.</i>
Content and Imagery*:
<i>When can we expect the copy and imagery to be provided? Do we need to source the images from you, if so tell us what you're looking for?</i>
Key Words:
<i>Are there any buzz words to include, or key messages we should be communicating?</i>
References / Examples:
<i>Have you seen something out there that you like to look of?</i>
Key Dates:
<i>Tell us about any meetings / key milestones when you'll need the quote or creative by so we can add to timing plan. Tell us if you have any holidays planned that could impact the timings as well.</i>
Previous Job Reference
<i>Does this link to a previous job? If so tell us the job number or send a pdf</i>
<i>*Please note all imagery should be supplied high res and separately i.e. not imbedded in word documents. Suitable image formats are jpeg, eps or tiff file. All imagery should be supplied high res at 300dpi actual size i.e. we cannot receive a stamp sized image at 300dpi and resize it to A4, the image must be supplied at the size it is to be used (within reason) All copy should be supplied in a word document</i>

Please complete all sections identified by a blue box:

Concept Deadline:	Office Use Only
Hours Quoted:	Office Use Only
OFFICE USE ONLY	
Are mood boards required?	Yes / No
Is a timing plan needed?	Yes / No
Is freelance support required?	Yes / No
Is proofing reading required?	Yes / No
Is copyrighting required?	Yes / No