

# MARKETING INITIATIVE BRIEF



The purpose of this form is to ensure that EMBLAZE® delivers you a product that meets your needs and the needs of your target audience. The form has been designed to assist you in creating a strategic approach towards your business objectives and target audience. When completing this template you should aim to provide EMBLAZE® with a greater understanding of what you are trying to achieve, not provide a description of what the solution should look like. This will allow us to consider creative opportunities that you may not have considered.

Please complete the following questionnaire and email to your account manager at EMBLAZE®. If you have any further enquiries please call 03 9827 8600.

<b>PROJECT TITLE</b> <input type="text"/>	<b>TODAY'S DATE</b> <input type="text"/>
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## CLIENT AND CONTACTS

<b>CLIENT</b> <input type="text"/>	<b>DEPARTMENT</b> <input type="text"/>
<b>WHO IS THE PRIMARY CONTACT?</b> <input type="text"/>	<b>WHO IS THE SECONDARY CONTACT?</b> <input type="text"/>

## PROJECT BRIEF

**THIS JOB**  
 New  Complete revision of an existing item  Amendments to an existing item

**JOB DESCRIPTION / DELIVERABLES REQUIRED**  
The task and required services. For example: copy, design, print-ready artwork, language translation, printed materials, brochure, website, banner, poster, advertisement.

  
  

**THE KEY PROPOSITION**  
What's the single most important thing we can say to achieve the Desired Response? Describe benefits and give reasons why the target audience should believe what we want them to believe.

  

**TARGET AUDIENCE**  
Age bracket, gender, level of education, economic level, location, nationality, level of understanding/experience, etc. Who are we talking to?

**MARKETING OBJECTIVE / DESIRED RESPONSE**  
What do you want the target audience to think, to feel, or to do? Be specific. To persuade, inform, educate, or create awareness? Stimulate inquiries? Increase awareness, or knowledge of strengths and benefits? Overcome prejudice and misperception to change behavior?

  

**MEDIA: WHERE WILL THIS INITIATIVE BE SEEN? WHERE WILL IT APPEAR?**  
What is the communication vehicle? Press ad (newspaper, magazine), outdoor, web, radio, broadcast, direct mail, brochure, booklet, etc.

<b>SIZE / FORMAT</b> A4, DL, number of pages <input type="text"/>	<b>COLOUR</b> Full-colour, two-colour, mono <input type="text"/>	<b>QUANTITY</b> Large printed quantity, on-off banner, etc. <input type="text"/>
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**SPECIAL CONSIDERATIONS AND ADDITIONAL INSTRUCTIONS**  
Anything else that must be taken into account. For example: cultural sensitivities for international markets, printing considerations (grommets, perforation, mounting, pockets...), etc.

  

## PROJECT TIMELINE

<b>DATE CONTENT TO BE SUPPLIED</b> <input type="text"/>	<b>FINISHED ART DUE DATE</b> <input type="text"/>	<b>COMPLETED PROJECT DEADLINE</b> <input type="text"/>
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## APPROVAL AND AUTHORISATION TO COMMENCE WORK

The Client agrees that this Brief captures the scope of the project and expectations of each party collaborating on the project. On behalf of the Client, it is warranted that this project has been properly authorised and it is acknowledged that work can now commence.

<b>NAME</b> <input type="text"/>	<b>DATE</b> <input type="text"/>	<b>SUBMIT</b> <input type="text"/>
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