

Creative Strategy

Attach to client contract.

Company Name:

Job #:

Contact Person:

Project Title:

KEY FACT(S): "What we should know"

OBJECTIVE: "What we want to happen"

TARGET AUDIENCE: "Who to sell"

POSITIONING: "How to sell"

PRIMARY MESSAGE: "What to sell"

COPY PLATFORM: "Why they should buy"

TONE AND EXECUTION: "What's our approach"

MANDATORIES: "What must be included"

NOTES:

THIS INFORMATION IS USED TO DEVELOP AND IMPLEMENT PROCEDURES IN CREATING THE PROJECT REQUESTED. YOU AGREE ALL INFORMATION SUBMITTED IS CORRECT.

CLIENT NAME: _____ APPROVAL SIGNATURE: _____ DATE: _____ DESIGNER APPROVAL: _____