

Phenotype

CLIENT:

PROJECT:

CLIENT NAME:

CLIENT EMAIL/TEL:

DATE OF BRIEF:

INTERNAL

PRESENTATION:

CLIENT PRESENTATION:

LAUNCH/DEPLOY:

ACCOUNT HANDLER:

THE OBJECTIVE

What is the project all about/meant to achieve? What are the client objectives?

REQUIREMENTS

What do we actually need to produce?

SINGLE-MINDED PROPOSITION

What's the ONE main aim of the creative work? What's the most powerful message the work needs to communicate?

BRAND PERSONALITY

Bring the brand to life. Tell me about it. Describe it. Live it. Breathe it.

TARGET AUDIENCE

Who are we talking to? What is the top line target market? eg, Women 30-55 ABC1

BUT WHO ARE THEY REALLY?

OK, make them a human being? Bring them to life. What do they drink, eat, drive, read, do, favourite websites, etc.

WHAT DO WE WANT THEM TO THINK?

When they see the creative – what should it make them think?

WHAT DO WE WANT THEM TO DO?

What are the calls to action (list them clearly), and, if appropriate, what do we then want them to do?

MUST HAVES

Things like logos, fonts, colours, certain words, straplines, etc.

THINGS TO AVOID

Could be colours, old ideas that didn't work, certain words, etc

SUPPORT/DIRECTION/RESOURCE

Have you got examples, collateral, guidelines and anything else that will help us do the best job?