

**Interactive Project Brief**  
To be completed by new and prospective clients as part of the onboarding process.

|  |  |
| --- | --- |
| 1. PROJECT DETAILS | |
| Date: |  |
| Company/Organization: |  |
| Client Contact: |  |
| Client Agency of Record  (if applicable): |  |
| Agency Contact: |  |
| Project Name: |  |
| Project Description: |  |

­

|  |  |
| --- | --- |
| **2. PROJECT OBJECTIVES** |  |
| NOTE: Use ACTION verbs and short sentences (E.g. Grow, Change, Redesign, etc.), and make direct statements that can be easily evaluated later | |
| QUANTITATIVE OBJECTIVES: |  |
|  | |
| QualitatiVE OBJECTIVES: |  |
|  | |

|  |  |
| --- | --- |
| **3. TARGET AUDIENCE** |  |
| * Who is your target market? To whom will your communications be addressed? |  |
| * Age, Gender, Marital Status: |  |
| * Annual and/or Combined Income: |  |
| * Profession: |  |
| * Geographic Location: |  |
| * Technology Use: |  |
| * Recreational Activities: |  |
| * Expectations Of The Product/Brand: |  |
| * Advantages Of Doing Business With This Market: |  |
| What Fears/Resistances May Be Important Factors To Consider When Approaching This Market With This Product/Service? |  |
| What Is The Market Saying About The Product Or Service? Now? In The Past? |  |

|  |  |
| --- | --- |
| **4. STRATEGY** |  |
| Specify all deliverables. Attach detailed plans for each of your strategic elements if necessary. | |
| **CURRENT MARKETING STRATEGY:** | |
|  | |
| **OFFLINE CAMPAIGN STRATEGY:** Client to provide? Agency to develop? | |
|  | |
| **online CAMPAIGN STRATEGY:** Client to provide? Agency to develop? | |

|  |  |
| --- | --- |
| **5. LANGUAGES** |  |
| English? |  |
| French? |  |
| Other(s)? |  |

|  |
| --- |
| **6. CREATIVE CONSIDERATIONS** |
| Campaign integration, design elements, existing assets, etc., to consider? |
|  |

|  |
| --- |
| **7. SUCCESS CRITERIA** |
| What is the SINGLE, most important GOAL for this project & how will success be determined? |
|  |

|  |
| --- |
| **8. TECHNOLOGY CONSIDERATIONS** |
| Hosting, user-base considerations, operating platform(s), CMS, software and hardware requirements, licenses, reporting, ecommerce, merchant accounts to consider? |
|  |

|  |  |
| --- | --- |
| **9. BUDGET + TIMELINE** |  |
| **BUDGET:** |  |
| What are the budget details and limits? |  |
| TIMELINE: |  |
| Does this project need to pass through a compliance or legal department? |  |

|  |  |
| --- | --- |
| **10. FURTHER CONSIDERATIONS** | YES/NO |
| Does this project require Paid/Unpaid Media (Display, Video, Email, Sponsorship, Paid Search, Social Media, PR, etc.)? |  |
| Does the Service need to be maintained? For How Long? |  |

|  |  |
| --- | --- |
| **11. ADDITIONAL INFORMATION?** |  |
|  | |