

# ma brief

## CLIENT

Project Name

Client Name

Brand

Product

### CONTACT INFO:

Name

Phone

Email

Address

Date:

Author:

**PROJECT  
PURPOSE** | why ?

**OPPORTUNITY** | ultimate impact?

**OBJECTIVE**  
what does the project work to achieve?

## CREATIVE / DESIGN ELEMENTS

what are the fundamental creative/design components of the project? le. styleguides, look and feel, specific printed pieces


## TARGET AUDIENCE

**PROJECT TARGET** | who are we trying to reach?

**BRAND TARGET** | who does the brand speak to?

**DESIRED REACTION** | what actions do you wish your market to take?

## ATTITUDE

**PROJECT TONE** | what traits are we trying convey?

**BRAND PERSONALITY** | what characteristics define the brand?

## COMPETITIVE ANALYSIS

**REFERENCES** | research, inspiration, and styles

**THE TAKEAWAY** | what is the key idea to be remembered?

**TAG LINE** | prepared copy, key words, or theme

## IMAGE REQUIREMENTS GRAPHICS

**PHOTOGRAPHY**

**MULTIMEDIA**

**SCHEDULE  
PROJECTED TIMELINE**

**IMPORTANT DATES / DEADLINES**

**BUDGET  
AMOUNT**

**FURTHERMORE**

include any additional critical information

**COMMENTS AND APPROVAL**

**CLIENT CONTACT** | name & title

**COMMENTS**

**DATE**

**SIGNATURE**