

**MARKETING COMMUNICATIONS
PROJECT INITIATION / CREATIVE STRATEGY DOCUMENT**

DATE:
PROJECT:
PROJECT INITIATOR:

TARGET COMPLETION DATE:
BUDGET:

Target Audience:

Primary ⇒ (Who is targeted recipient? What is their role in purchasing decision? Any demographic, regional considerations?)

Secondary ⇒ (Who else may be indirectly affected by the message and could potentially be involved in the sale/purchasing process?)

Background/Marketing Objective:

(Brief overview of market dynamics. What sales and market share objectives are set for product or service being promoted? What are competitive relationships? Are there any schedule, timing considerations related to objectives, i.e. launches, inventory swaps, promotion programs, etc.?)

Communications Objective:

(What should this piece accomplish? This objective may be one of many which support the marketing objective. Each project should be based on a single, clearly defined objective. Where do you hope to move the reader? What perception are you hoping to impact or shift?)

PRIMARY FOCUS/MESSAGE:

(What do you want the reader/viewer to conclude about your product or service after interacting with this piece? What single image or message most effectively accomplishes your communication objective? What emotion do you want to evoke in your audience? ONE SENTENCE.)

Supporting Reasons:(if necessary)

(Upon what can you base your claims? Why is this the most important issue? Why can't our competitor make this claim? Provide explanation, testing data and interpretation. Most detailed information is contained in this section.)

Executorial Considerations:

Creative Input/Direction:

(What specific information or images **MUST** be included? (Cat. Information, Corporate ID, etc.) Are there any pre-conceived ideas regarding the creative? Any treatments you would like to have considered regarding the headline, graphics, copy, layout, etc.?)

PROJECT INITIATOR: _____

DIRECTOR: _____

MARKETING COMMUNICATIONS: _____