

Questions to consider when writing a design brief or devising a media campaign

Do you have an existing brand identity?
Does it need reviewing?

What are your preferred colour schemes, style, fonts?

Will this project follow that brand or are you looking for something new?

Who will supply the copy?

Who will supply graphics/photos/ illustrations?

Do you need a map?

Are there any copyright issues? If using other logos, do you have permission?

Who is your target audience? Age, locality, industry specific?

How will it reach them? Mailing, personal delivery, hand outs?

What is your goal for this project?
Awareness, sales, attendance at an event?

What is your primary message?

What are your secondary messages?

Will it have a response mechanism/call to action?

What is the life span of this project?
What could make it go out of date?

How will it fit alongside other media you have?
Where are the cross over areas?

What is your competition doing?

When do you need it by?
Do you have enough time?

In what media will this project appear?
Print, Web, Advertising, Signage.

How many do you need?

If mailing is your database up to date/accurate? Do you need new data?

What is the budget?