

1. Goal(s): What is the project intended to achieve?

2. Audience: Who are you talking to?

3. Deliverables: What do you initially envision the creative team producing?

4. Initial ideas for visuals?

5. Deadlines?

6. What is your service/program? How long has it existed? What are six adjectives that describe it?

7. Competitors: How are you different? What makes you special?

8. Tone/style for materials (i.e. conversational, professional, young)?

9. Call to action: What do you want your audience to do?

10. Project and/or message challenges?

11. Are there existing marketing materials?

12. Must haves: Is there anything you specifically want?

13. Must not haves: Is there anything you don't want or that shouldn't be included?