

Answers to the questions on this form will provide important project development guidelines. Skip items that do not apply. You can complete this form over time, simply SAVE and continue filling in later. When complete, click the eMail button on the last page (7 pages total). Thank you!

PROJECT GUIDELINES

Project Number:

Date:

Department:

Brand:

CONTACT INFORMATION

Name:

Title:

eMail:

Phone:

Fax:

PROJECT SPECIFICS

Project title:

What problem are you trying to solve with this project?

Desired delivery date:

Delivery date not yet determined

Reason, or event, influencing delivery:

The logo for 'evolve' features the word in a lowercase, sans-serif font. The letters 'e', 'v', and 'o' are green, while 'l', 'v', and 'e' are purple.

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Project Medium. Please check all of the ways you want to produce this project.

Print. Quantity needed:

Website.

Multimedia. Combining print collateral and website to support a single projects communication goal.

Digital media (e.g. DVD, CD-ROM).

What is the project's allocated budget (or budget range):

Having a project budget is a practical way to ensure that you to get the most for your money, and avoid overspending.

Comment about budget:

Have alternative approaches for reaching the project's goal been considered? Yes No

If yes, please explain:

Is there now, or are there future marketing efforts planned to support this project? Yes No

If yes, describe support initiatives:

Does copy and other content (photos, artwork) already exist for re-use with this project? Yes No

What existing content is available?

Will any of this project's elements need to be re-used for other purposes? Yes No

Describe re-purpose needs:

GOAL

What is the number ONE reason for this project (check one)?

Inform / educate

Sell

Introduce

Solve a problem

Cause an action (i.e., target's behavioral response)

Explain main objective (briefly):

What result do you want the project to achieve (*or what should the target to do next*)?

How will results (success) be measured?

MARKET / DEMOGRAPHICS

Primary marketplace (select one):

Describe the target market (briefly):

Target's age (or age range):

Target's gender: Male Female

Target's income: Upper Middle low

Target's profession:

Target's lifestyle (brief comment):

What is the target's current opinion of the product? Positive Negative Unsure

What action do you want the target to take?

What problem does the product solve for the target?

Tone and feel; What emotion(s) can be associated with the product?

What benefit does the target feel the product provides?

Describe the "satisfaction" the target will experience:

What is THE single most important point you can say to persuade the target?

Describe the product's "*personality, tone, attitude*:"

POSITIONING

Name of the product / service:

Describe the product / service:

List features and benefits:

Estimate or describe current market share:

What problem or condition needs to be overcome in order to increase sales?

What opportunity or condition might improve sales?

Position in the marketplace (please select one):

COMPETITIVE ENVIRONMENT

A competitive factor can be another company, and other marketplace conditions.

Number 1 competitive factor *(include website URL if it is a company)*:

Number 2 competitive factor *(include website URL if it is a company)*:

Number 3 competitive factor *(include website URL if it is a company)*:

PROJECT TEAM

Project leader:

Please list key additional company personnel, and their role:

Copy creation (copywriter):

Copy editing:

Proofreading:

Commercial printing-house preference (if applicable):

Website hosting provider (if applicable):

Is language translation is required? Yes No

What language(s)?

Translator service preference (if applicable):

Additional Comments: