

# DESIGN PROJECT BRIEF TEMPLATE

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CLIENT

PROJECT NAME

BRAND

PRODUCT

PROJECT

**PURPOSE | Why?**

**OPPORTUNITY | Ultimate impact?**

**MESSAGE | What are we trying to say?**



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

ATTITUDE

**PROJECT TONE** | *What traits are we trying to convey?*

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

COMPETITIVE ANALYSIS

**REFERENCES** | *research, inspiration, and styles within similar industries and other*

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



## BUDGET

AMOUNT
FINANCE SOURCES
ADDITIONAL FINANCIAL PROJECTIONS / NOTES

## MEDIA STRATEGY

<i>Where will we tell our story?</i>
MARKETING GUIDELINES

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FURTHERMORE

*Include any additional critical information.*

COMMENTS AND APPROVAL

**COMMENTS**

**DATE**

**SIGNATURE**

## **DISCLAIMER**

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