

cleanline

S T U D I O

PROJECT OBJECTIVES

1. _____

2. _____

SUPPORT FOR BENEFIT CLAIMS

Statistical data, awards, etc.

TARGET AUDIENCE

Sex _____ Age _____

Income range _____

Education _____

Geographic concentration _____

Motivation _____

PREVIOUS MARKETING STRATEGIES

How have current and past clients found you?

Which marketing efforts were less successful?

COMPETITION

Local and/or national competitors including names, good/bad features and web address

COMPANY FEATURE / CUSTOMER BENEFITS

Why should customers choose you over competitors?

CREATIVE CONSIDERATIONS

Personal likes/dislikes, color choices, illustration style, use of photography, etc.

MOST IMPORTANT POINT

The single most important thing for the viewer to remember from this design piece

ADDITIONAL NOTES & CONSIDERATIONS
