

**CLIENT NAME:**

**CLIENT BRAND:**

**REQUIREMENT:**

**DATE:**

**PO NO:**

**CONTACT:**

**Any relevant background information?**

**What are your business objectives?** *(Your success measure/targets)*

**Who are your competitors?**

**What makes you unique or different from them?**

**What’s the single, most important thing that makes your product/service/brand the best?** *(Your USP*)

**How are you saying it?** *(Your thoughts about tone of voice)*

**Who are we talking to?** *(Who are they, what are they like?)*

**What do you want them to do?** *(Call to action)*

**If you were a high street brand or car, what would you be like?**

**Deliverables** *(what do you need e.g. press ad, website?)*

**If a website, list any websites you like for copy style** *(not necessarily in you sector)*

**And any you like for look?**

**Any key words to include?**

**Any executional guidelines?** *(Restrictions, existing imagery to use, room for original photography, integrate with existing comms, etc)*

**Timings/deadline?**

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