

REQUESTOR INFO

Full name _____

Email _____ Phone _____

Unit _____

PROJECT INFO

Today's date _____ Due date _____

Project name _____

Budget _____

Type of request (check all that apply):

☐ Campaign ☐ Print ☐ Photography ☐ Copywriting ☐ Video ☐ Digital ☐ Event

PROJECT OVERVIEW (what/why/how, background, insights)

GOALS (what you want to achieve)

USE-CASES (how this will be used)

TARGET AUDIENCES (be specific)

CALL TO ACTION (what you want them to do)

MAIN MESSAGES (differentiators, key words)

Additional info that will help strategic and creative development.