



CUSTOMER BRIEF

The information below forms the basis of any quote supplied by Life Media Digital.

Client Name _____

Product/Service _____

CONTACT DETAILS

Name: _____

Phone: _____ Email: _____

Mailing Address: _____

Date: _____ Author: _____

PROJECT OBJECTIVES

Detailed goals, desired outcomes, and measurable objectives

TARGET AUDIENCE

Who are we trying to reach?

COMPETITIVE ANALYSIS

What is your competitor doing? Research, inspiration, and styles

STRENGTHS

What makes you unique?

TAG LINE

Key words, or theme

MARKETING MATERIALS

What communication support is required?

- Print Audio Video Photography Website Social Media



THE TAKEAWAY

What is the key message(s) to be remembered?



PRODUCTION ESSENTIALS

Are these elements available and in a suitable format?

Text Graphics Photography Multimedia

SCHEDULE

When is this required?

PROJECTED TIMELINE

Important Dates/Deadlines

BUDGET

What are the financial limitations?

TOTAL AMOUNT

ANYTHING ELSE

Additional information that has not been outlined above.

APPROVAL AND CONFIRMATION

All information outlined has been accurately recorded to proceed with this project.

CLIENT CONTACT

Name: _____

Title: _____

Signature _____ Date: _____

