

General Information

Agency:

(Name, Address, Website, etc.)

Agency / Contact Persons:

(Customer Contact etc. Please also name the people I will work with)

Name	Phone	E-mail	Responsibilities

Customer/Client:

(Name, Address, Website, etc.)

Customer/Client / Contact Persons:

Name	Phone	E-mail	Responsibilities

Have there been previous collaborations/similar projects?

(description, links etc.)

The Customer

Has been an agency customer since:

Size:

Industry:

Market position:

Exists since:

Existing customer base size:

What do they sell based on which business models?

Description / Image text:

Media from/about the customer:

(e.g. links to documents or online resources; if there is information on CI, I'll need that too)

Business promise to the customer:

(i.e. quality, service, pricing ...)

Anything else I need to know:

The Product / Service

What is it and what does it do?

What is the users' challenge it targets?

How do the features of the product/service translate into customer/user benefits?

Have there been previous measures/campaigns and what is the general communication strategy?

(I will need rather detailed information on this, including success rates)

Anything else I need to know:

Customers & Market

Who are the customers?

(i.e. demographic, industries, business sizes etc.)

What makes the customers special?

What is the structure of the buying decision process?

Who are the main competitors?

What is the market situation in general?

Anything else I need to know:

The Project

General description:

Media:

Print Online Interactive Film/Video

Corporate Art Corporate Theater Other

Budget:

Similar projects for this customer/client or others:

Goals of the project:

Communication strategy:

Any first ideas:

Anything else I should know:

Working on the project:

What will be my responsibilities?

Who will be my working partners?

Name	Phone	E-mail	Responsibilities

Ways of communication and information/data exchange:

(i.e. e-mail, document sharing, dropbox or other cloud-based applications ...)

Deadlines:

Quote until:	
Quote approval by:	
First draft:	
Customer feedback on text/concept:	
Changes:	
Customer approval:	
"Rough cut" for customer:	
Customer feedback:	
Finalized by:	

Other important dates:

i.e. Shooting, meetings etc.	