

1. Goal(s): What is the project intended to achieve?
2. Audience: Who are you talking to?
3. Deliverables: What do you initially envision the creative team producing?
4. Initial ideas for visuals?
5. Deadlines?
6. What is your service/program? How long has it existed? What are six adjectives that describe it?
7. Competitors: How are you different? What makes you special?
8. Tone/style for materials (i.e. conversational, professional, young)?
9. Call to action: What do you want your audience to do?
10. Project and/or message challenges?
11. Are there existing marketing materials?
12. Must haves: Is there anything you specifically want?
13. Must not haves: Is there anything you don't want or that shouldn't be included?