



Please complete this form as thoroughly as possible, save and email back to me at info@designbypie.net, along with any other relevant attachments.

1 - Brief project summary:

Tell me about you and your business. What is your story? What are your business goals moving forward?

2 - Your target audience:

Eg: age group, average income, desires, hobbies, interests



3 - Key messages:

What are you trying to say?

4 - Key benefits of your product or service:

(What is your unique selling point, or a single minded proposition)



5 - Your main competitors:

6 - Marketing strategy:

Eg: Printed marketing/social media/video/website/email campaigns etc



7 - Desired message tone:

Eg: Friendly, professional, quirky, climate conscious, established, expert etc

8 - Preferred colours or design/style:

(Do you have any preferences to colours used/styles you optional)



9 - Any other useful information:

(Optional) Is there anything else you would like to share as part of your creative brief? Note: The more information I have the better/more suitable the initial design concepts presented will be.

10 - Anticipated budget/timescale:

(Optional)