



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 particular design styles or the colours used? And why? (Optional)



9 - Any other useful information:

Is there anything else you would like to share as part of your creative brief? **Pie's tip:** The more information you provide, the better/more suitable the initial design concepts presented are likely to be. (Optional)

10 - Anticipated budget/timescale:

(Optional)