

Creative Brief

Client:	Bopgun Design
Job Name:	Plan. Play. Perform - Valentine's Promotion
Job Number:	Inhouse
Client Contact:	Inhouse
Bopgun Contact:	Inhouse
Date:	19/01/17

Background to the job

Why do you need this?

As part of our Best of The Web we need to develop a Valentine's campaign in 3-4 weeks to engage with a range of different audiences (existing/dormant/prospect) and generate interest in Bopgun Services.

Requirement

What is the output? Branding, brochure, flyer, advert, website, internal comms, product or service launch, email template design, print campaign, etc.

Same campaign, different messages delivered and split into 2 levels:

- Existing/Dormant Clients: Digital campaign - Email
- Prospect Clients: Print - DM

In addition:

- Social media attention - re. banners and campaign presence
- Website carousel takeover and tie in for 24 hours before Valentine's

Time needed:

Account management
 Design / creative
 Development and build
 Deployment

Objectives

What do you want to achieve, what is the goal?

Bring in more work across the different audiences:

Target audience

Internal, B2B, B2C? Gender, age, life stage, lifestyle, geography etc.

- Existing/Dormant clients – remind them of our services to encourage them to give us a new brief.
- Prospect clients – raise awareness of our services to encourage them to give us a brief.

What do we want people to do, what is the call to action?

Call a number, fill in a form, go to a website etc.

Call us, book a meeting to see us or go to our website.
 Dependent on creative, data could be a CTA too, e.g. name, email address etc.

Where will it be found/used?

Online, door drop, in store, internal, magazine/newspapers etc.

Website, Social Media, Email and DM.

Brand Guidelines

Are there any brand guidelines to follow (logo, fonts, colours, images etc.)

Yes, please see design server for all brand assets.

Imagery (if applicable)

What images do you have available or do you need new images to be sourced or shot?

All dependent on creative in next week's session.

Print Requirements (if applicable)

Quantities, print specifications etc.

- Again dependent on creative next week, but possibly a postcard of some sort. Low in cost and short run
- Competitive quoting may be needed between printers
- Client database to be addressed to confirm quantity of DM.

Legal requirements

Are there any mandatory legal requirements? Logos, disclaimers, trademark information etc.

No

Timings

When is this required – artwork/printed? Are there sign off stages we need to be aware of?

Website / Social Media

COP Friday 10th February 2017

Print DM

Send Friday 10th February 2017 to arrive Monday 13th Feb

Email

Send Monday 13th Feb 2017

Budget

Is there a budget for the project? If not please give us an idea of value to the business, i.e. low, medium,high.

Medium for existing but potentially high for new clients who don't know who we are.

Signed (client name).....

Date.....