VISCOM CREATIVE BRIEF.

Name

Title

Company/Division\*

Email

Phone

Address

Subject/Project

Describe Your Company:

Describe Your Product/Service

Do You Have A Business Plan And/Or Marketing Plan?

What Are The Strengths, Weaknesses, Opportunities And Threats (S.W.O.T) Related To Your Service Or Product?

Who Is Your Competition?

Who Is Your Target Consumer/Audience?

What Is Main Objective Of Your Product/Service?

What Are The Main Features And Benefits?

What Is Your Primary Message?

What Is Your Secondary Message?

What Is Your Business Strategy?

What Is The Tone Of Your Message?

What Is Your Call To Action?

What Items/Assets Are Mandatory? (Images, Text, Logos, Etc.)

List Of Deliverables (Brochures, Business Cards, Etc.)

Any Limitations And/Or Restrictions?

Who Will Make The Final Decisions? Will He/She/They Be Involved With The Process?

Timeline Parameters? Delivery Parameters? Budget Parameters?

Please Leave Any Additional Comments Or Questions Here:

Bottom of Form