

RUSTY MONKEY



Small design brief

Are you looking for a graphic design team to help you visualise your ideas? We've put together this brief template to help you gather all the information your agency will need to deliver the right results for your business. Simply fill out these details and pass on to your design agency of choice.

What is the title of this piece of marketing?

For example: large format poster, flyer, A4 magazine ad, social media graphic, online animation...

What is the proposed delivery method for this piece of marketing?

For example: email newsletter, public area display, social media post, magazine, website... If there are more than one planned delivery methods, please provide details of all.

Will this be print or digital media?

Or both? Do you also require printing or placement services? If so, please list quantities and budgets.

Are there any contextual considerations?

For example, if this is appearing in a magazine, what information can you give us about that publication and the items that will appear around this piece? If this is appearing at an event, what information can you provide about the event?

What size?

Please provide dimensions for the final piece of work. If you require multiple dimensions, please provide all.

Who is the audience for this piece of marketing?

Provide as much detail as you can. For example: age, gender, knowledge level, interests, values... What problem of theirs are you aiming to solve with this piece of marketing? If you have audience profiles, please provide them.

Where will this piece of marketing sit on their customer journey?

For example: is this likely to be their first exposure of your brand? Is this part of your sales process? Is this a post-purchase follow-up? How much do they know about your brand at this stage?

Is this going to be product-led or more of a cultural connection piece?

Do you want to make a connection based on your core values, or do you want to talk about the specific benefits of your product? Or both?

What is the goal of this piece of marketing?

For example: to get more engagement, to sell more of this product, to tell people who you are, to help people use their product, to help people leave reviews...

What is the most important takeaway for your audience?

What's the most important thing you want to communicate with this piece? For example: we have great environmental credentials, our product is great for people who need X, we're attending this event, we have lots of knowledge in this area, we care about X...

Will there be a call to action?

What will this marketing material ask the audience to do next? For example: subscribe to a mailing list, give you a call, buy a product, leave a review...

Are you measuring the success of this piece of marketing?

Will you be gathering information on how many people respond to this marketing piece in your CRM or database? For example: number of clicks, number of calls, number of sign-ups... Will you be using tracking codes to collect this data?

Please provide us with any relevant assets.

Via Dropbox or other file transfer system. For example: your brand guidelines, any relevant photography, product information, graphics packs... Visual assets need to be high resolution.

LINK:

When do you need this by?

Please provide a deadline date for final handover.

DD

MM

YY

THANKS FOR READING

