

# SNAP DIGITAL

PROJECT BRIEF

COMPANY NAME:

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PROJECT TITLE:

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CONTACT EMAIL:

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# INTRODUCTION

Thanks for taking to time to fill in this briefing template!

The following questionnaire is designed to extract as much information as possible from you about your proposed project, so that we can get a good idea of what's lead you to get in touch with us (great move by the way) and what the plan of attack is.

If you're not sure what to put for any of the following questions, such as core messaging or visuals, don't worry! We can help you with that. Just fill in as much as possible, fire it over to [will@snapdigitalagency.com](mailto:will@snapdigitalagency.com), and we'll be in touch as soon as we've had a read over it.

Any questions, don't hesitate to give us a call on 01224 262 741.

# OVERVIEW

Use this section to explain the big picture for your project. What's the overall goal? What has lead you to this point? What previous projects and/or experience relate to this current one? The more detail the better!

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# OBJECTIVES

What will this campaign accomplish? What does success look like?

Objective 1:

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Objective 2:

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Objective 3:

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## TARGET AUDIENCE

Who are you trying to speak to? Information such as age, gender, income etc are incredibly valuable. If you have previously carried out target market research, such as persona creation, feel free to attach this.

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# MESSAGING

What is the theme and/or message for the project. What are you trying to get across at the core of this project?

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# TONE

What is your vision for the overall tone of the project? Is it funny, serious, thought provoking?

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# CHANNELS

What channels are you proposing to disseminate this project on? Is it a social based campaign or would you like to put it on TV/VOD? Will it need to be optimised for Instagram or is Facebook the main channel?

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# DELIVERABLES

What deliverables would you like from this project? For example are you looking for a 2 minute social video or are you after a 5 minute brand piece that can be cut into shorter social snippets for dissemination across various platforms? As always, the more info the better! If you are planning on using multiple channels please advise what deliverables you would like for each channel.

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# VISUALS

Use this page to attach any visuals from/links to similar projects you've seen that inspire you, think of it as a mood board. How do you envisage this project looking? Do you have a specific style in mind?

# TIMEFRAME

What is the proposed timeline for the project? Are you working toward a deadline? Even if you aren't it's always useful to propose a timeline by which you would like the project completed. It ensures that all parties are focussed on delivering in a timely manner!

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# BUDGET

Even if you are you don't have a number set in stone yet, it's incredibly valuable to highlight an indicative, ballpark budget for the project, so please don't leave this blank. This allows us to tailor our proposal and quotes to suit your budget and ensures that we're all on the same page from the get go!

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## ADDITIONAL INFO

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## ALL DONE!

That wasn't so bad, was it?! Now, send it over to [will@snapdigitalagency.com](mailto:will@snapdigitalagency.com) and we'll be in touch shortly!