

SWEEKE CLIENT BRIEFING CHECKLIST

PRODUCT / SERVICE DESCRIPTION

- History/present position/ future
- Competitor information

MARKETING BACKGROUND

- Previous marketing activity
- Present marketing activities – research, advertising, direct mail, graphic design, public relations, distributor promotions
- Future marketing activity

COMMUNICATION TASK – ‘THE MESSAGE’

- Context of specific marketing message in relation to business plans
- Information to be included in the designed item
- Medium of transmission
- Target market (see next section of this checklist)
- Function or desired response
- Evaluation procedure

TARGET MARKET

- Segmentation
- Demographics – age, gender, income, employment, geography, lifestyle
- Purchase motivations – needs, wants, corporate image, product/service positioning
- Purchase decisions – decision initiators /influencers/makers, end user

BUDGET

- Similar past projects
- Estimates (based on past projects and other information)
- Future budgetary allocations (what else needs to be done in the current budget period)
- Contingencies

TIMETABLE

- Consultation (research, strategy, brief development)
- Creative (concept and design development)
- Production (artwork, printing and other production)
- Distribution
- Contingencies

SAMPLES

- If it is possible, please bring some product or design samples to help define a direction for a mood board.