

LE COURSD E S I G N, I N C.



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STRATEGIC BRIEF

CLIENT:

DATE:

CLIENT CONTACT:

PHONE #:

JOB DESCRIPTION:

JOB #:

Task & Goals (WHAT ARE WE TRYING TO ACHIEVE , WHY NOW?, AND HOW CAN THIS BE MEASURED?)

Positioning (WHAT MAKES YOU UNIQUE, HOW DO YOU COMPARE TO THE COMPETITION, WHAT IS HAPPENING IN THE MARKET?)

Target (WHO ARE WE TALKING TO?)

Perception (HOW DOES TARGET PERCEIVE YOU NOW?, WHAT IMAGE WOULD YOU LIKE TO PROJECT?)

Response (WHAT IS THE TARGET SUPPOSED TO DO AS A RESULT OF THIS WORK?)

Personality, Tone, and Manner (CONSERVATIVE, PROGRESSIVE, MASCULINE, YOUTHFUL, HUMOROUS, ETC.)

Scope (WHAT VISUALS OR COPY MUST BE INCLUDED? ARE THEIR ANY RESTRAINTS: BUDGET, SCHEDULE OR TECHNICAL?)