

This document provides a brief description of the project required by the client. It outlines the objectives, audience, assumptions and budgets for the project. This document should accompany any additional materials that the client may have at their disposal to assist HopeAD for the Conceptual Review.

HopeAD Details

Date:
Name of Client:
Contact Name:
Phone:
Email:
Account Manager:

Project Details

Project name:
Budget:
Timeline:
Second Contact:
Phone:
Email:

Project Concept/Summary

Provide a clear concise description of the project – keep brief

Business Objectives

Use this section to list the objectives or goals for the project (for example, to increase membership, to promote or launch product and/or service, or to increase sales).

Target Audience

Use this section to describe the audiences (primary and secondary) for this project/product. Include any information that you have about the audience (demographics, etc.).

Key Messages

Use this section to list ONE or TWO key "thrusts" – those most important to the project's success.

Clients Value Proposition / Benefits

Use this section to list the clients' benefits or value of the project.

Assumptions and Research

Use this section to state the elements or characteristics of the project / product that must exist per the business mandate as well as any data, usability analysis and research that could inform the project's design. Also note any research plans.

Competitive Landscape

Use this section to list some examples of competitors, what are they doing, and HopeAD can learn from them.

Desired Message Tone

Use this section to detail how you want the message perceived – creative, fun, warm, active?

Mandatory

Use this section to communicate any specific elements to be included (logos, key visual images, key words & phrases, key contact information, specific internet links, etc.)

Other

Use this section to communicate any key information not covered under the above items.