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| Date | *\_\_/\_\_/2023* |
| Client | *Company name / Brand**Mission statement* |
| Client contact name | *Full name**Email Address**Phone number**Web site* |
| Project | *Project’s name, purpose, and opportunities* |
| Goals | *What do you aim to achieve with this Project?* |
| Target audience | *Who are you trying to reach?*  |
| Message | *What are you trying to deliver to your audience?*  |
| Attitude | *Style and tone of the communication. Are you going for a formal and serious tone, or a more informal and lighthearted?*  |
| Audience desired reaction | *What action do you wish your audience to take?* |
| Creative / Design elements | *Fundamental creative / design components (i.e. brand book, brand guidelines, look and feel, other specific elements)* |
| Content | *List of available and required content (texts, charts, diagrams)*  |
| Visual Assets | *List of available and required visual assets (photography, graphics, multimedia)* |
| Schedule | *Projected timeline**Important dates**Deadlines* |
| Budget | *£* |
| Additional comments |  |
| Stakeholders | *Who in your company is in charge of the final approval?*  |

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