Please give thought to these questions prior to visiting the Marketing Office. We will discuss these questions with you to help us determine the most effective way to achieve the results you need. All information on the back it required.

**Project objectives:**
What are you trying to achieve with this piece? (i.e., increase attendance, increase enrollment, generate contacts, increase awareness, inform ...etc.)

**Background:**
Has same or similar project been done before? Do you have examples? Were the results measurable?

**Target audience:**
Who is the primary audience? What are the demographics, values, attitudes, lifestyles, etc?
What does the audience currently think about your product or service? Is there a secondary audience?

**Personality and tone:**
Should this communication be funny and casual, or formal and/or academic?
What are your specific visual goals? What imagery would be most effective?

**The message:**
Summarize your message in one sentence. Can you prove your message?
What other major points do you want to communicate?

**Key benefits:**
What is in it for the audience?

**Key elements:**
Are there any specific elements that must be included in the piece? (logos, key visual images, key words and phrases, key contact information, specific internet links, etc.)

**The medium:**
What do you think is the best way to reach your target audience? Are there existing pieces that this piece must work with? How will this piece be delivered to the audience?
Required information:

The deadline:
When must we deliver the finished work?
How many people will be involved in the approval process?

The budget:
How much money do you have to spend on this project? Has this budget been approved? What quantities do you need to produce?

GL#:
Please provide GL# (We will not be able to begin any project before we have budget approval and GL#.

The responsible parties:
Who needs to sign off on final product?