

PROJECT BRIEF:

DATE:	
PROJECT:	
CLIENT NAME:	
CONTACT NUMBER:	
CONTACT EMAIL:	

1. What's the problem or opportunity to address?

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2. What's the objective? What do we need to achieve?

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3. Who is the target shopper?

- a) What do they think, feel now?
- b) How do they buy or choose this product?
- c) What do we want them to think, feel or do in store?

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4. Have you rolled out this idea with other suppliers before? What have you found?

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5. Do you have retailer approval? Have you managed to get display into this retailer in the past?

6. Location in-store?

7. Duration?

8. How will the communication function and change over time?

9. Design style/Display format (Any pre conceived ideas)

10. Product lines.

Packaging dimensions

No. of Products

10. Product lines.	Packaging dimensions	No. of Products

11. Instore timing?

12. How distributed?

13. Who sets up?

14. Logistic pre-pack/Collation/Packing considerations/Flatpack?

15. Would you like us to take care of the graphic design?

16. Display Quantity

17. Budget

18. What is required at this stage? Ideas/Sample/Mock-up/Prototype/Quote?

19. What is most important for you in getting the project right?

20. How will success be measured?