



Specification sheet

Visual communication project



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* PROJECT NAME

____ / ____ / ____

Deadline

Budget

* THE COMPANY BRAND IMAGE / CREATIVE TONE

What is your story ?

What is the culture / references of your project ?

keywords that define the tone of voice for the project

* MARKETING TARGET AUDIENCE OF THE PROJECT

* **Added Value** What does your company represent to your target audience ?

Age range(s) Purchasing power _____

* TYPE OF CLIENTELE New / Regular / Expanded

Interests

Culture

ADMINISTRATIVE INFORMATION

* Project contact person

Position Company (if intermediary)

Phone number

e-mail

* **Company** Legal name (involved in the project)

Size/Type (public/private) Industry

Address

N°Siret

N°VAT

URL Website



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* MARKETING MARKET POSITION

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What is your marketing strategy?

What is your positioning compared to the competition?

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* **Added Value** How do you meet the needs of your target audience?

* COMMUNICATION OBJECTIVES AND STRATEGIC CHANNELS

Do you have a brand guide?

* **Number of attachments needed for the project**

(Logo, color codes, fonts, images, legal mentions, texts, documents about the company's history and activity, graphic data, achievements, campaigns, multimedia, etc.)

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What is your social media strategy?

What are the goals of the project?

What message does this project convey?

* **What communication media are planned?**

(Indicate the dimensions of the media, provide templates if available)

* **Do you have a subcontractor for their production?**