

# DCO Design Brief

Please fill in the fields below.

## 1. Project title?

Date: \_\_\_\_\_

Submitted by: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Deadline: \_\_\_\_\_

## 2. What does your business do?

What is the line of business/industry? Do you have competitors? How do you differentiate?

## 3. What are your goals?

Is this project informational or promotional? Explain the purpose in detail.

**Note:** Provide previous material, if available.

## 4. Who is your target market?

What are the demographics of the target market/s?

Geography:  Local\_\_\_\_  National\_\_\_\_  Global\_\_\_\_

Title:  Manager\_\_\_\_  Director\_\_\_\_  CXO\_\_\_\_

Type:  Large corp\_\_\_\_  SMB\_\_\_\_  Consumer\_\_\_\_

**Note:** Rank multiple targets in terms of importance (1-3).

## 5. What copy and images are needed & who will provide?

Content/copy:  Client  Copywriter services needed

Photography:  Client  Sourcing needed

Diagrams:  Client  Creation needed

Video:  Client  Creation needed

**Note:** Please provide brand guidelines upon initiation of the project.

## 6. What are the specifications?

What size is the piece (inches/pixels)?

Purpose:  Printed\*  Digital

Final file format?

PDF  Image  PPT  HTML  Video/Animation  Source Files

**Note:** Check all that apply.

## 7. Do you have a budget? (optional)

Range:  <1,000  \$1,000–5,000  \$5,000–10,000  \$10,000–25,000  \$25,000+

**Note:** We can help you determine what can fit within your budget.

Please email Laura at [LauraD@DeliseoCo.com](mailto:LauraD@DeliseoCo.com) or call **442 500 2019** to schedule a kickoff to your project.

**THANK YOU!**

\*Printed pieces will require more detailed specs and can be determined later.