

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_ Account Manager: \_\_\_\_\_

**Requestor Information**

Name: \_\_\_\_\_ Department: \_\_\_\_\_

Email and Phone Number: \_\_\_\_\_

**Project Information**

Project Name: \_\_\_\_\_

Requested Due Date: \_\_\_\_\_

Previous Project Name or Number (*if applicable*): \_\_\_\_\_

Project Overview:

Target Audience (Who are they? What do they care about? How will they use this project?):

Will Project be Printed? \_\_\_\_\_ Project Budget: \_\_\_\_\_ GL Code: \_\_\_\_\_

**Deliverables Needed**

Ad      Banner      Brochure      Copy      Direct Mail      Flyer      Signage      Email      Web  
Website      Photography/Video      Other \_\_\_\_\_

Please provide sizes, dimensions and other key details.

If other, please specify.

Distribution/ Timing (When and where is this being used?):

What is the tone of the message? (Please provide details regarding images.):

Translations Needed?

Language:

Project approved by:

Legal

Human Resources

Compensation

Call to Action (Phone number, email, URL, etc.):

Requisites (*Logo, specific images, etc.*):