



DDG Client Briefing Template

Submit to melbourne@dotdesign.com.au

Details			
Brand:		Deadline:	
Briefing Date:		Agency:	Dot Design Group
Project Name:			

Business Insights	
Objectives What do you want the audience to think, feel or do?	
Target Audience Demographics and psychographics	
Single Minded Proposition Your brand essence in one sentence	
Tone of Voice The personality of your brand	



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Deliverables	
Item description - Placement - Life expectancy - Stock requirements - Materials - Finishes - Size limitations	
Mandatories	
Budget	
Quantity	
Shipper Limitations	
Delivery Requirements	
Next Steps	
Timeline	



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Visuals