



Client Design Brief Form

Client Name

Contact Person

Contact / Email

IG Representative

This form is to help us get an understanding of your business needs for your marketing material. It should identify your marketing needs, objectives, target audiences and provide relevant background information. As such, the quality of this brief is the key to the success of your communication activity.

A brief Idea about this project that you would like to share with us?

How your product or service, aligns to the customer demand in a nutshell? Clearly state the target audience's need and how your product or service answers it?

What are the current perceptions of your brand? How do they fit into the business category?

What do you feel are the goals of this particular marketing communication design?

Kindly mention any 3 Brands/Services/ Companies that your business aligns with the most.



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Reference for the above if available?

Any inspirational or conceptual reference on the thought process.

Kindly mention a few of your competitor's website, if possible.

Tone of communication / Design required?

Push / Pull or Direct / Conceptual, please elaborate.

Content for this project is provided or needs to be created?

Will this be Online/Print promotion or both?

Budget for the entire campaign?

To be filled by Imperial Graphics -

Time required by IG to present idea :

Costing :

Quote :

Studio Manager:

Account Manager:

Quote sent on :

Approval Received:

Note: This form is to be filled by client and implemented by ig account manager