**Lancaster University Creative Brief**

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| **Project:** |  |
| **Project Manager:** |  |
| **Responsible Owner:** |  |
| **Date:** |  |
| **Project Objective:** |  |
|  |  |
| **From:** | *Department address, email address* |
| **To**: | *Add category details here, eg. Design for Print Suppliers* |
| **Enquiry No**: | *Add reference number, e.g. C&M/RFQ/01* |
| **Date**: |  |
| **Quotation must be received by**: |  |

**Background:** *(provide some context for the brief)*

**Communications objectives:** *(what do you want to achieve from this communications piece?)*

**The task:** *(exactly what do you want the agency to do?)*

**The audience:** *(who are you communicating with? Be as specific as possible and segment if necessary)*

**Audience reaction:** *(what do you want them to think, feel or do as a result of this communication?)*

**Tone and manner:** *(should be appropriate for the message you’re communicating and the audience)*

**Channels:** *(how will this communication reach its audiences?)*

**Other/mandatory inclusions:** *(eg. do you need to include a partner logo or a specific phrase or colour?)*

**Budget and timings:** *(please include budget and timings even if only approximate)*

**Please provide us with:** (delete as appropriate)

* Cost only (recommended for projects under £2,000)
* Creative concepts and cost

Please ensure that feedback is given to suppliers on their quotation/creative – a feedback form can be downloaded from the Marketing web pages here:

<http://www.lancaster.ac.uk/current-staff/communications-and-marketing/marketing/find-an-agency/>

**Notes**

Creative concepts – We recommend that creative concepts are only requested for new projects, campaigns or brochures. If you are refining and re-printing marketing material based on an existing design/concept, we don't recommend requesting creative concepts when obtaining quotes.