



sayitwithpixels.design

CREATIVE PRODUCT DESIGN BRIEF

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Call: [412-254-6947](tel:412-254-6947)

CLIENT

PROJECT TITLE

CLIENT NAME

BRAND

PRODUCT

CONTACT INFO

POINT OF CONTACT NAME

EMAIL ADDRESS

PHONE

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MAILING ADDRESS

PROJECT OVERVIEW

PURPOSE why?

OPPORTUNITY ultimate impact?

OBJECTIVE what will the project work achieve?

TARGET AUDIENCE

PRODUCT TARGET who are we trying to reach?

BRAND TARGET who does the brand speak to?

DESIRED REACTION what actions do you wish your market to take?

ATTITUDE

TONE what traits are we trying to convey?

BRAND PERSONALITY what characteristics define the brand and inform the product?

COMPETITIVE ANALYSIS

REFERENCES research, inspiration, and styles

THE TAKEAWAY what is the key idea to be remembered?

TAG LINE prepared copy, key words, or theme

PROTOTYPE AND MARKETING

MARKET TESTING

LAUNCH



SCHEDULE

SCHEDULE OVERVIEW

IMPORTANT MILESTONES / DEADLINES

BUDGET

AMOUNT

ADDITIONAL FINANCIAL PROJECTIONS / NOTES

FURTHERMORE

include any additional critical information

Signature:

Email: