

## Dot Design Group – Design Briefing Template

Details			
Client:		Client Contact(s):	
Briefing Date:		Activation Date:	
Brand:		Delivery:	
Project Name:			

Business Insights	
<b>Objectives</b> What are we trying to solve, what benefits can we bring to market through this design and what obstacles are we looking to remove from this briefing.	
<b>Target Audience</b> Demographics and psychographics	
<b>Single Minded Proposition</b> Your brand essence in one sentence	
<b>Tone of Voice</b> 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 / Sketches	
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WIP NOTES