Marketing Production Brief

Please complete the following form when requesting assistance with your marketing needs. The details below will help us design campaigns and communication tools that will achieve your objectives.

1. Project definition
   
   **Job Purpose**
   - Student Recruitment □
   - Servicing Current Students □
   - Alumni □
   - External/corporate Relations □
   - Research □
   - Administrative □
   - Other __________________________________________________________________________
   
   More detail: ______________________________________________________________________

   **Job type** (select more than one if appropriate)
   - Invitation □
   - Brochure □
   - Flyer □
   - Poster □
   - Web page/site □
   - Newsletter □
   - Presentation □
   - Advert □
   - Other __________________________________________________________________________

   **Output Required** (select more than one if appropriate)
   - Printed □
   - Pdf □
   - Graphic file for web □
   - Web page □

   **Frequency Required** – will this job be a regular activity?
   - No, once off only □
   - Yes, monthly □
   - Quarterly □
   - Annually □
   - Other □

2. Other relevant background information

_______________________________________________________________________________

_______________________________________________________________________________

3. Target audience

   **Undergraduate** □
   - Postgraduate □
   - Research □
   - Alumni □
   - Industry/Corporate □
   - Local □
   - International □

   More detail: ______________________________________________________________________

4. Communication objectives

   - What are the key messages to be communicated?

_______________________________________________________________________________

_______________________________________________________________________________

_______________________________________________________________________________

_______________________________________________________________________________

5. Audience needs

   - Does the target audience have specific needs, eg information they require?

_______________________________________________________________________________

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CRICOS Provider: 00098G
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6. Method of distribution (to target audience)

Mail □ Email □ Event □ In person □ Other □

Details ________________________________________________________________

7. Look and feel

Please consider the following:

- Quantities (for print materials) _______________________________________
- Size – DL □ A5 □ A4 □ A3 □ Other (eg graphics) ________________________
- Orientation – Portrait □ Landscape □
- Type of printing – full colour □ 2 colours □ Digital □ Other ______________
- Type of images to be used
  - Campus □ Students □ Business/Corporate □ City □
  - Other ______________________
- Please describe the general design style you would like to see (maybe provide samples of styles/design you feel are similar to your needs)

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

8. Budget

$________________ Account Codes _________________________________________

9. Timeframes

Item/s required by ______________________________________________________

Please allow adequate time for the following stages in production timelines –
1. Brief & concept development (1 day) 4. Changes (2 days)
2. Design & layout (2-5 days) 5. Reproof and signoff (2 days)
3. Proofing (2-5 days) 6. Printing (6 working days)

Note these are estimates only as it depends on the complexity of each job.

10. Requested by

Name ________________________________________________________________

School/Unit __________________________________________________________

Telephone __________________________ Email ____________________________

When form is completed please contact the Marketing and Student Recruitment Unit to discuss your job – Michelle Devine Tel x58036, m.devine@unsw.edu.au or Emma Bagnall Tel x51077, emma.bagnall@unsw.edu.au