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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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 Noor Kailfa Tel x51077, n.kalifa@unsw.edu.au