

6829 Elm Street, Suite 210
McLean, VA 22101, USA

703-556-3311

Fax 703-556-4172

projects@kensingtoncreative.com

Company Name: _____

Contact: _____

Project Title: _____

Type of Project: _____

Target Delivery Date: _____

Creative Services

Assignment

State what you would like developed/created.

-direct mail (self mailer, envelope package, kit), ad, data sheet, packaging, reg card, CD/disk art, icon, sales kit, promotional material, POP, signage, etc. . .

Unit Size:

Quantity:

Budget (and from who's budget the money is coming from):

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Marketing Services

Marketing Issue

Provide brief synopsis of market situation.

Communication Objectives

Provide primary and secondary purposes for the assignment.

Marketing Objectives

State what you are trying to achieve.

Target Audience

Who are you aiming this marketing effort towards?

Customer Promise

Are there any incentive programs or promotions tied to this project? *(should be concise)*

Key Support for Promise

Additional information as to what the target will receive.

Marketing Services (continued)

Call to Action/Offer (if applicable)

State what you would like the target to act upon. Also state pricing, benefits, etc. What is the response vehicle? *(via phone, reply card)*

Tone and Manner

Is there a desired look and feel you are trying to achieve? *(professional, hip, flashy, etc.)*

Executorial Mandatories

What elements must reside? *(phone numbers, logos, visuals, legalese)*

Related Marketing Activities

What other activities are related to this project? Does look need to tie in to other materials being produced?