|  |  |
| --- | --- |
| Project name: |  |
| Ticket number: |  |
| MC coordinator: |  |
| Date: |  |

**Client details**

|  |  |
| --- | --- |
| Client name: (Author of brief) |  |
| Email: |  |
| Phone: |  |
| Faculty/Area:  School name: (if applicable) |  |

**Simple overview:**

|  |  |
| --- | --- |
| Brief description |  |
| Completion date |  |
| Dept and Project codes |  |
| Delivery address |  |

|  |
| --- |
| **Project overview:** (Background on project, explaining the purpose and objectives include key messaging) |
| **Who is the target audience?** |
|  |
| **Other key information?** (consider unique attributes that can be conveyed to the target market) |
|  |
| **Mandatories:** (what logos, wording, call to action, specific details/images need to be included) |
|  |
| **Measures of success of project?** (eg. Number of views on YouTube, attendance to event?) |
|  |
| **Has a similar project been done before?**  If yes, identify previous reference code of materials (if applicable) and feedback on the success of elements used. |
|  |
| **Attachments:** (images or other relevant information) |
|  |
| **Copy and URL** if not a separate attachment |
|  |

**Request details**

**CREATIVE AND PRODUCTION TEAM**

**Print** (posters/brochures)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item/description** | **Qty** | **Size** | **Deliver to:** | **Date required** |
|  |  |  |  |  |
|  |  |  |  |  |

**Digital** (adverts/hub screens)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item/description** | **Qty** | **File Size** | **Pixel size** | **Dispatch date** |
|  |  |  |  |  |
|  |  |  |  |  |

**Display/Signage**

|  |  |  |
| --- | --- | --- |
| **Item/description**  (identify if replacement or new) | **Location** | **Date required** |
|  |  |  |
|  |  |  |

**Merchandise**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item/description**  (including triggers) | **Qty** | **Size** | **Deliver to:** | **Date required** |
|  |  |  |  |  |
|  |  |  |  |  |

**Video**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item/description** (including tone) | **Qty** | **Duration** | **Where to be used** | **Date required** |
|  |  |  |  |  |
|  |  |  |  |  |

[to assist the planning of the video complete the video planning documentation found at:

S:\Services\_Resources\Marketing\_Communications\Training and Toolkits\Guides\Video Guidelines\FINAL documents\video-worksheet-uoa.docx]

**WEB AND DIGITAL TEAM**

**Web services** (web banners, website updates)

|  |  |  |  |
| --- | --- | --- | --- |
| **Output required**  (include URL if applicable, identify if new site or replacement/update) | **Text required** | **Image required** | **Dates required** |
|  |  |  |  |
|  |  |  |  |

**Homepage banner request**

(\*note this request is subject to approval from Marketing and Communications. If approved, this booking will be subject to change/cancellation should other priority messaging be required during the proposed display timeframe).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Main heading** | **Subheading** | **Image ref.** (attached or style required) | **Banner link** | **Dates of display (**2 weeks maximum) |
|  |  |  |  |  |
|  |  |  |  |  |