

# **Branding + Print Materials - Project Profile**

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Answers to the following questions will provide a foundation for understanding the creative strategy, business goals and project requirements.

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## **OBJECTIVES**

What is the goal for this project?

What outcome will make this project a success?

What are some of the obstacles/challenges that could hinder the success of this project?

How does this project fit in with the long-term marketing plan?

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**CORPORATE PROFILE**

Briefly describe the story behind your organization.

Is there a mission statement?

What values best describe your organization?

What value proposition needs to be communicated?

Who are the customers?

Who are the competitors?

How does your organization distinguish itself from competitors?

How is your organization viewed from within the industry?

What are the pros and cons of your organization's image?

PROS

CONS

What other brands are relevant and why?

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**SALES**

How are sales most often generated?

Do you have a database of past clients, existing clients, partners etc.?

How will the print materials help generate more leads, aid sales initiatives and acquire more customers?

What role will the print materials play in the overall marketing plan and how does it integrate/complement other marketing programs?

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**AUDIENCE**

Who is the target audience?

What will each user group want to know?

What are the age ranges of customers? Gender breakdown? Job titles?

What media do they regularly read or watch? [e.g. websites, magazines, newspapers, radio and television, etc.]?

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**CONTENT**

List the main sections and subsections that will comprise the printed materials and how many pages each section will have.

How often will the print materials be revised? What sections?

Do the print materials need to integrate, either functionally or creatively, with any other print materials?

Who will write the copy?

Will photography be used? Is there an existing library of images or is stock being considered?

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## **APPROVAL PROCESS**

Who will be managing the project on the client side?

Who is responsible for approving work? Will there be more than one group who will approve work?

Is there a hard deadline for this project? Are there other events/initiatives that will influence the schedule [e.g. marketing campaigns, industry events, etc.]?

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