



# { project launch pad }

CLIENT:

PROJECT:

DATE:

OBJECTIVE: *Why are we communicating?*

PROJECT TYPE: *What is the nature of the communications?*

AUDIENCE: *Who are the communications intended for?*

KEY MESSAGES: *What's in it for them?*

RESPONSE: *What do we want to happen?*

MANDATORIES: *What must be included?*

SPECIFICATIONS: *Sizes, formats, colors?*

TIMELINE: *When must the project be completed?*

