

# Brief prompt list

To help you when writing a brief for Point 6, we have created the following list of information to be included.

1. Name of the job
2. Background information – i.e. why has the work has come about?
3. Target audience – who are you marketing to?
4. Marketing objectives – what are the objectives of the brief?
5. Communication priorities, what is the main marketing message?
6. Time line – including deadline for 1st proof and artwork delivery date
7. Markets/language clusters involved
8. List of deliverables
9. Technical information – colours, size, format (e.g. 5 colour, 8pp, A5 leaflet)
10. Indicate any imagery that might be appropriate for the job (if relevant).
11. Any obligatory information such as identification codes, contact details, etc.
12. Printer's details
13. Purchase order and name of person to invoice

All new copy should be supplied as a Word, Excel or PDF document together with clear explanation. Please list any subsequent amendments clearly in writing.

**To ensure the minimum number of proofs for each job – please only supply the final approved copy.**

**If you have any queries, please don't hesitate to contact us.**