



MARKETING COMMUNICATION  
HUNTER CONFERENCE CENTER 211  
O (435) 865-8696

<b>To:</b> (Client Contact Name)	
<b>Department:</b>	<b>Contact Info:</b>
<b>Date:</b>	
<b>Project Name:</b>	
<b>Synopsis of Concept:</b>	
<b>Task required:</b> (What needs to be produced? Print communications, online communications, brochure, invitation, event, video, campaign, website?)	
<b>Background:</b> (Current product / business situation, market information, competitive framework, research, previous promotional activity, samples of existing advertisement, marketing collateral, packaging or merchandise)	
<b>Positioning:</b> (Positioning is a one sentence statement which says what the brand/product/service is, who it's for, what it offers and how it is differentiated)	
<b>What are we trying to achieve?</b> (What are the communications objectives? What do we want to achieve or communicate about the product, service, and business in priority order?)	
<b>Who are we talking to?</b> (Who are the target audiences? What do we know about them in terms of age, gender, demographic, psychographic profile, buying behavior, needs, wants and attitude?)	
<b>What do they think now?</b> (What does the target audience think about the product or service? Is it the rationale or emotional point of view?)	
<b>What do we want them to think or do after exposure to the communication?</b> (How will the target audience feel or think after the exposure to the communication? How do we want them to respond to the communication – buy, inquire, apply redeem, recommend to a friend or colleague? How do they do it – phone, visit website, fax, post, email? How will it be measured/what is the success criterion?)	
<b>Single-minded proposition:</b> (What is our single, key message as a one-sentence summary of the proposition and its benefit to the target audience?)	
<b>Desired brand personality/tone of voice:</b> (Short and simple description to explain the personality of the department/event/initiative? This is about the feeling, tone and mood wanted. It defines the way we speak to our target audience.)	
<b>Mandatories:</b> (Logos, taglines, branding guidelines/standards, phone numbers, addresses, website, terms and conditions.)	
<b>Any other considerations, issues and insights?</b> (Is there a special reason for responding now? Does this communication need to be integrated with any other planned media or activities? Any previous promotional activity we need to be aware of?)	

**Budget (estimate will be based on concept approval):**

The cost will merely be an estimate to start, in the creative process, as the concept develops and scripting process evolves, costs can be added or subtracted depending on final concept approval. Change order estimates will be generated and client approved when scope of work changes or additional services are necessary according to client requests or needs.

**Timing:** The following proposed timeline is based on SUU Marketing Communication current production schedule and availability. Client delays in the process may cause delays in the deadlines, quality issues, increase in costs, expedite fees, etc.... Our overall goal is to reach and exceed the milestones we set together in order to meet deadlines and maintain high quality standards. Client participation, communication and turn-around time will be extremely essential for us to achieve our common goal.

**Estimate provided:**

**Estimate approval:**

**Proposed Project Milestones/Dates/Deadlines:**