



INFOCUS BRIEF

A really useful start in telling us what you want

Your name:

Business name:

Product or Service:

Date:

Brief description of what you want us to do:

Background information

Include useful information that you think is relevant to task or problem

What do we want to achieve?

Grow client / guest loyalty, trial a new product or treatment...

Who are we targeting?

Paint a picture, who, what they think and feel about product or service now

What do we want them to know / think / feel on seeing the work?

Rational and emotional thoughts

What is the key proposition?

What does it really offer / what is the key thing that sets it apart?

What are the supports for the key proposition?

Why should the audience believe it / any key facts?

Desired Feel

Tone of voice / brand personality / style of image / photography / copy style / key words to describe look etc

Creative guidelines

Must be included / practical considerations / restrictions / guidelines

Timescales

Thank you. Please return this form via email to info@infocus.co.uk and we will be in touch with you shortly.