**1 *Project Information***

***|***

[INSERT PROJECT NAME HERE]

Your Name & Department: Date: / /

Brief Description:

DELIVERY DATE

Deadline: / / This deadline is ☐ Firm ☐ Flexible

What is driving this deadline?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2 *Project Strategy***

***|***

BUSINESS OBJECTIVE

Does this communication objective align with a specific business goal? (i.e. Help Kellogg make the global shortlist by 2020, recruit top-tier students)

Which organizational priority does this fall under?

☐ Research ☐ Education ☐ Engagement

MARKETING PLAN  
  
Is there a marketing or communication plan that this project falls under? *(If yes, please attach)*

☐ Yes, attached ☐ No ☐ Not that I’m aware of

Is the project part of a larger presentation or campaign?

☐ Yes ☐ No ☐ Not that I’m aware of

If yes, provide some details:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PERFORMANCE & BENCHMARKS

Do you have any metrics on the performance of past communications with similar objectives?

☐ Yes, attached ☐ No

Have we produced anything like this before? If so, how will it differ from what was done in the past? Are there any related or previous samples? Are there industry standards for the type of work being requested? (please attach or send links)

☐ Yes, attached ☐ No

Will you require SEO or Analytics support?

☐ Yes ☐ No ☐ I’m not sure

COMPETITIVE ANALYSIS

Do you know qualitatively or quantitatively how our competitors’ communications with similar objectives are performing? (Please attach supporting documentation)

☐ Yes, attached ☐ No

BUDGET

Do you have a budget for this project?

Yes, it is­­­­: \_\_\_\_\_\_\_\_\_\_\_\_ ☐ No ☐ No, but I could find budget because it’s important to me.

**3 *Communication Objectives***

***|***

COMMUNICATION OBJECTIVES

What do you want the overall message of your communication piece or campaign to do?

☐ Inform ☐ Inspire ☐ Celebrate, Honor ☐ Raise Awareness, Promote ☐ Change Perception

☐ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TARGET AUDIENCE

To whom are you communicating? (Be as specific as possible - age, occupation, income, etc.)

AUDIENCE INSIGHT

What is your audience doing, thinking or feeling about your problem or topic? Is there a challenge or opportunity to address? Who influences this audience?

MESSAGE

What is the single most important message you want to communicate or the key takeaway of your communication? (one sentence)

What are the reasons to believe your message, in order of importance (proof points)

1 /

2 /

3 /

STYLE AND TONE

How do you want people to think or feel about the communication, your topic or problem?

CALL TO ACTION

What action do you want the audience to take as a result of this communication?

☐ Apply ☐ Inquire ☐ Donate ☐ Attend ☐ Share with someone, Like

☐ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CREATIVE REQUIREMENTS

What is mandatory to include in the communication? (logos, contact information, URLs, etc.)

SUCCESS

How will you measure the success of this communication? (attendance, clicks, phone calls, focus groups, registration numbers, views, etc.)

INDICATE ANY FORESEEABLE RISKS, DEPENDENCIES OR RIPPLE EFFECTS

What risks, if any, might be associated with this project? Are there any dependencies that might impact a milestone or completion of the project? What other mediums will be affected by this project? (i.e. web page updates, digital brochures, print collateral, etc.)

**3 *Additional Requests***

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|  |  |  |
| --- | --- | --- |
| EXECUTIVE SIGN-OFF  We’ve added “Executive sign-off” as an element to capture for highly sensitive materials (i.e. GAB, KAC, Investors Report and CMC Report) | ☐ YES ☐ NO  If yes, name of person to sign off:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |

|  |  |  |
| --- | --- | --- |
| TALKING POINTS NEEDED  For presentations, events, webinars, media interviews. | ☐ YES ☐ NO  If yes, name of person to speak:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |

Is there anything else we should know about your project?

***Thank you!***