

Organisation / Project:

Story / Tagline:

Purpose:



Audience:

Who is this for?

Primary:

Secondary:

Key Messages:

What are 3 key things?

Story:

Type, narrative, script etc

People & Places:

Who is in it & where?

Campaign:

How are we launching it?

Call To Action:

We want them to do what?

Style & Tone:

What is the look & feel?

Goals: High level, long term impact?

Objectives: Measurable and more immediate impact?