

MONOLITH | Productions

PROPOSAL / BRIEF

Name of Applicant	Name		
Name of Business	Company / Personal / Organisation etc.	Type of Business	Catering / Retail etc.
Address	123 Example Address, Example 1234 QLD		
Phone Number	(12) 1234 5678	Mobile	(614) 9876 5432
Email	exampleemail@example.com		
Website	www.examplesite.com		

Project Title	Example Project Title
---------------	-----------------------

OVERVIEW

Give an overview of the project.

OBJECTIVE

What is the objective of the final product? Focus on actions and what you'd like the viewer to feel or do having seen the content.

--

TARGET AUDIENCE

The more precise and detailed the better. Go beyond age and sex to describe demographics and psychographics. Explain how the audience currently thinks, feels and behaves in relation to your brand, your specific product or service.

--

ONE-LINER

What's the single most persuasive or most compelling statement we can make to achieve the objective?

This should be a simple sentence. No more than a few sentences if absolutely necessary. Avoid generalities.

--

What are the supporting **rational** and **emotional** reasons to view this content?

Explain why the viewer should believe what we say, and why they should care.

Include all the major copy points, in order of relative importance to the consumer. In other words, 'What else can we say and show to achieve the objective?'

What other information will assist in creative development?

Here's where you can include consumer insights, a description of the brand personality, positioning tag

Lines and creative thought starters.

Be sure to include sources for additional research information and customer quotes.

SCHEDULE

Date	Deliverable(s)
	You're preferred delivery dates. We will refine these in pre-production.
01/03/2014	Initial meeting and pre-production commences
06/03/2014	Pre-production complete - script, storyboards, schedule, budget
08/03/2014	Production commences over the next 10 days
25/03/2014	Final product complete with a buffer window of 3 days

NOTES

Any additional important information.