

Morning Studio - Briefing Document

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Your business

COMPANY HISTORY	
PROJECT BACKGROUND	
OBJECTIVE	
PROJECT REQUIREMENTS	
TARGET AUDIENCE	
INSIGHTS / PERCEPTION	
COMPETITORS	
SINGLE MINDED PROPOSITION	
SECONDARY MESSAGING	
POINT OF DIFFERENCE	
WHAT IS THE CALL TO ACTION	

COMPANY HISTORY	
DESIRED BRAND IMAGE / TONE	
CREATIVE LIKES AND DISLIKES	Likes: Dislikes:

Your website

SITE MAP	Please provide a list of pages
SOCIAL MEDIA	Please provide your social media links
CONTACT	Please provide your contact details
ADDITIONAL FUNCTIONALITY	eg. forms, member login etc. – please provide specific details
ATTACHMENTS	List of attachments (eg. logo, images etc.)
DOMAIN NAME PROVIDER	Please provide details (url, username and password).
WEB HOSTING PROVIDER	Please provide details (cpanel, username and password).
EMAIL HOST	Is your email set-up with your current web hosting provider? If no, please provide email host details.
E-NEWSLETTER / EDM	Do you require an e-newsletter or EDM campaign? If so, do you have an existing account with Campaign Monitor or MailChimp?

Your Content

COPYWRITING BRIEF	Please provide a list of pages