

Marketing Project Request Form

The project request form introduces the project and defines the project and its scope. It specifies why the project is important, the deliverables, when it will be delivered and importantly, how you expect to pay for it from your budget.

Please fill out the form below.

Project Title: _____

Department: _____ Department Code: _____

Requestor: _____ Today's Date: _____

Target Due Date: _____

List any stakeholders: _____

Project Overview

Project Description: _____

Project Objective: _____

How long do you plan to use this for? _____

Is this part of a campaign? _____

Is this a redesign? Yes No If Yes, please explain: _____

What are the essential points that must be conveyed? Bullet points or short phrases are fine.
(Also includes: location, dates and times for events; necessary URLs; appropriate contact info)

What is the tone/manner of this message, eg., funny, lighthearted, serious, strictly informative, etc.?

Will you be supplying specific visuals, pictures or video to be used? If so, please specify and attach with the request. _____

Target Audience: _____

Deliverables (mark all that apply):

- | | | |
|---|--|---|
| <input type="checkbox"/> Email Blast | <input type="checkbox"/> Post/ Sign/ Banner | <input type="checkbox"/> Promotional/Giveaway |
| <input type="checkbox"/> Web/Landing Page | <input type="checkbox"/> PowerPoint Presentation | <input type="checkbox"/> Forms |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Radio Spot | <input type="checkbox"/> Electronic |
| <input type="checkbox"/> Flyer | <input type="checkbox"/> Print Ad | <input type="checkbox"/> Paper |
| <input type="checkbox"/> Postcard | <input type="checkbox"/> Reprint (changes) | <input type="checkbox"/> Other |
| <input type="checkbox"/> Invitation | <input type="checkbox"/> Reprint (no changes) | <input type="checkbox"/> Video |
| <input type="checkbox"/> Agenda | <input type="checkbox"/> Envelopes | |

Please add any additional information: _____

Do you need copywriting services? Yes No

Budget: Yes No If yes, how much _____

Do you need an estimate? Yes No

Project Specs

Size: _____ Quantity: _____

Do you need this printed and/or digital version? Printed Digital Both

Paper Specs: _____

Digital Format: JPG PDF EPS(vector) Web Other _____

Lists to be procured for emailing? _____

Mailing (First Class, Bulk, Bus. Reply): _____

Please add any additional information: _____

Marketing Sign Off: _____

Department Sign Off: _____