**DESIGN BRIEF FOR PRODUCT DESIGN**

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| CLIENT |
| PROJECT TITLE |
|   |
| CLIENT NAME |
|   |
| BRAND |  |  |
|   |
| PRODUCT |  |  |
|   |
| CONTACT INFO |
| POINT OF CONTACT NAME | EMAIL ADDRESS | PHONE |
|   |   |   |
| MAILING ADDRESS |  |  |
|   |
| PROJECT OVERVIEW  |
| PURPOSE why? |
|   |
| OPPORTUNITY ultimate impact? |
|   |
| OBJECTIVE what does the project work to achieve? |
|   |

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| TARGET AUDIENCE |
| PRODUCT TARGET who are we trying to reach? |
|  |
| BRAND TARGET who does the brand speak to? |
|  |
| DESIRED REACTION what actions do you wish your market to take? |
|  |
| ATTITUDE |
| TONE what traits are we trying to convey? |
|  |
| BRAND PERSONALITY what characteristics define the brand and inform the product? |
|  |
| COMPETITIVE ANALYSIS |
| REFERENCES research, inspiration, and styles |
|   |
| THE TAKEAWAY what is the key idea to be remembered? |
|   |
| TAG LINE prepared copy, key words, or theme |
|   |

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| PROTOTYPE AND MARKETING |
|   |
| MARKET TESTING |
|   |
| LAUNCH |
|   |

|  |
| --- |
| SCHEDULE |
| SCHEDULE OVERVIEW |
|   |
| IMPORTANT MILESTONES / DEADLINES |
|   |
| BUDGET |
| AMOUNT |
|   |
| ADDITIONAL FINANCIAL PROJECTIONS / NOTES |
|   |
| FURTHERMORE |
| include any additional critical information |
|   |

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