[](http://bit.ly/2Gg1KRj)**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 |
|  |

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