Project / Client Name	Sample Creative Brief
Your Email	rtyson@copypress.com
1. What digital media product are you interested in?	infographic
2. What is the main purpose of your digital media project? (please check any that apply)	attract attention, generate sales, generate traffic
3. Describe your audience	Homeowners looking to renovate their homes in the Central Florida area. Specifically looking to remodel kitchens, bathrooms, outdoor patios, laundry rooms, offices, etc.
4. Geographic boundaries of your business	Tampa Bay, Orlando, Lakeland, Daytona
5. Target demographic age	32-50
6. Target demographic gender	Both
7. Please list any major competitors' domains.	ikea.com, homedepot.com
1. Will you need ideation?	Yes
If yes, please provide any topic suggestions you may have.	DIY Home Remodel nightmares Remodeling on a budget
2. Do you have any title suggestions?	Open to suggestions
3. What emotions are you hoping to evoke with your digital media project? (please check any that apply)	inform, entertain, an action
4. What kind of tone do you want to set? (please check any that apply)	fun
5. Do you have any sourcing restrictions we should follow as we collect data?	no
6. Do you have any research or data to support your story? If yes, please explain the kind of data you have and send your sales representative your collected research.	no
1. Would you like a wireframe included in the delivery of your written content? Adds an additional 2-3 days on delivery of writing.	Yes
2. Please provide 2 URLs that exemplify the type of digital media that appeal to you and explain your reasons.	
Example #1	www.freespiritedcontractor.com/construction-infographic-remodeling-ideas

Why does this piece appeal to you?	Informative and I like the design and layout.
Example #2	www.cooldailyinfographics.com/post/remodeling-your-kitchen-on-a-sufficient-budget
Why does this piece appeal to you?	I like the topic and it has great starts and visually appealing.
3. What is the desired aesthetic for your digital media project? (please check any that apply)	Trendy: Eye-catching color palette, dynamic visual elements
4. What is the desired layout concept for your digital media project? (please check any that apply)	B. Data + Story: Concrete data/facts, moderate supporting text to tell the story,
5. What are your branding restrictions?	Loose Branding: We want you to loosely follow our branding
6. How would you like your branding showcased?	Display your logo
1. Do you have a desired publish/project completion date? If yes, please provide date.	End of July '14
2. Where will your digital media project be published?	connections
3. Do you have any size restrictions/preferences?	800 px
4. Please list any additional assets you'll be sending us for the project (data/research docs, logos, brand books, etc.)	Logos
5. Do you have anything else you would like to tell us about this project?	
sender_email	intake@copypress.com

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