



TICK BRIEF TYPE

FOR STUDIO ADMIN USE

STRATEGIC BRIEF
Shopper Marketing Input _____ HRS
Creative Concept _____ HRS
Graphic Design _____ HRS
3D Design _____ HRS

CREATIVE BRIEF - (INCL. 3D RENDERS)
Creative Concept _____ HRS
Graphic Design _____ HRS
3D Design _____ HRS

CREATIVE BRIEF - (EXCL. 3D RENDERS)
Creative Concept _____ HRS
Graphic Design _____ HRS

STRUCTURAL BRIEF
Structural Design (For Estimating / Production) . _____ HRS

REPRO BRIEF
Repro Ready Production Artwork _____ HRS

TOTAL _____

TICK REQUIREMENTS

CONCEPTUAL VISUALS (PDF / PPT / Keynote / Jpegs)

WHITE SAMPLE **FULL COLOUR MOCK-UP**

ADDRESS _____

YES **POP ESTIMATES REQUIRED**

QUANTITIES _____

NO **DISTRIBUTION** _____

ADDRESS _____

TICK DESIGN TYPE / SCOPE

TEMPORARY <3 MTHS **SEMI-PERMANENT** 3-6 MTHS

PERMANENT >6 MTHS **DESIGN BUDGET** _____

PRODUCTION BUDGET _____

JOB INFO

CLIENT _____

JOB DESCRIPTION _____

ACCOUNT EXEC _____

INPUT DATE _____

DESIGN DEADLINE _____

QUOTE DEADLINE _____

PRODUCTION DEADLINE _____

DESIGN ELEMENT LIST STOCK HOLDING

1. _____

2. _____

3. _____

4. _____

5. _____

STOCK HOLDING

6. _____

7. _____

8. _____

9. _____

10. _____

SUPPLIED BY CLIENT / AE

TICK **ARTWORK** **REFERENCE** **PHYSICAL PRODUCT(S)** **PRODUCT DIMENSIONS**

_____ H _____ W _____ D _____

_____ H _____ W _____ D _____

_____ H _____ W _____ D _____

ADDITIONAL REQUESTS

TICK **STOCK PHOTOGRAPY** **ILLUSTRATION** **3D PRINTING** **OTHER** _____

PHOTO SHOOT **3D ANIMATION** **eBRANDUP** _____

