

{POP DOC}

- The Production on Paper -

- The Headlines

Project Title: _____

Start Date: _____

Project Manager: _____

Final Review Date: _____

Ultimate Sign Off: _____

Delivery Date: _____

Total Budget: £ _____

- What can you expect from us?

We will do our utmost to deliver creativity, delightful value and a whole lot of fun along the way. We don't want to just work for you, we want to work *with* you and together create something we're both proud of. We're here to serve you (sometimes with loyal opposition) and to satisfy the projects goals and ambitions, on time and on budget whilst keeping you informed the whole way.

- What do we expect from you?

We hope that you will trust us, that you will engage with us and that you will be honest with us. We want you to feel as involved as you'd like to be, so we'd ask that you're not shy. At the same time we hope you will trust that we know what we're doing and free us to do it to our best ability.

Signed/Dated

Signed/Dated

{CREATIVE CLARITY}

- The Essential Questions Answered -

1. Who are we trying to talk to?

2. What are we trying to say?

3. Why?

4. What do we want them to think/feel/do as a result?

5. How will the final product be used/distributed/watched?

6. How will it fit in? (With the brand/website/etc)

7. What is the one thing this is all about?

* Anything else we should know?

{NOTES}

- The space for notes and scribbles -