



CLIENT:

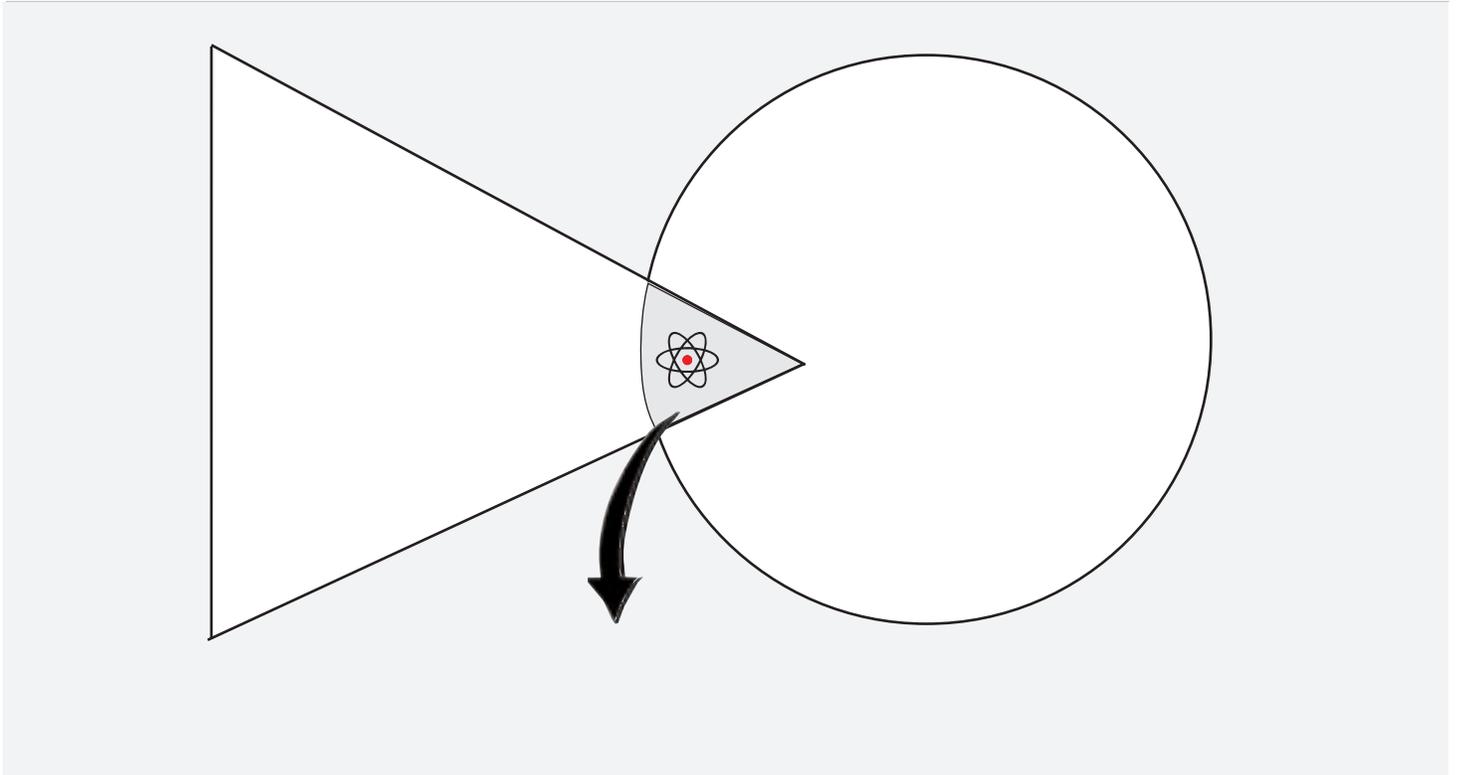
PROJECT NAME (include Client, Brand, Product):

BRAND:

PRODUCT:

ISSUE DATE:

AUTHOR:



PURPOSE:

(Why are we creating this communication?)

CREATIVE OPPORTUNITY:

(What is the opportunity to achieve something really impactful?)

ASSIGNMENT ELEMENTS TO INCLUDE:

- Collateral
- Co-op
- Database
- Direct Mail

- Interactive
- Print - National
- Print - Regional
- Program Headquarters

- Publishing
- Radio
- Television - National
- Television - Regional

- Tours/Events



CLIENT:

PROJECT NAME (include Client, Brand, Product):

BRAND:

PRODUCT:

ISSUE DATE:

AUTHOR:

FUSION PROPOSITION

BRAND TARGET
(Who is the brand target?)BRAND CHARACTER
(What's the brand personality?)KEY CREATIVE LINK
(What is the single most important creative element?)KEY IDENTIFIERS
(What other elements will tie this execution to other communications?)THEME
(What is the current theme or tag line for this campaign?)_____
ACCOUNT APPROVAL SIGNATURE_____
CREATIVE APPROVAL SIGNATURE_____
CLIENT APPROVAL SIGNATURE**OBJECTIVE**

(What do we expect this communication to achieve?)

COMMUNICATIONS TARGET

(What is the target specific to this assignment?)

TOPE OF VOICE

(What attitude should this execution express?)

KEY CONSUMER OPPORTUNITYWhat insight can we leverage most successfully with the target?
(Product advantage, competitive weakness, timing, etc.)**MESSAGE**

(What do we want the consumer to learn, feel or believe?)

REASONS TO BELIEVE

(List the specific reasons that support or substantiate the message and insight.)

MANDATORIES