

Name:**University Unit:****Today's Date:****Due Date:****Contact Info:****Project Title:****Media/Format:****Target Audience(s):****Brief Description of Project:**

NOTE: During your initial kick-off meeting, you should be prepared to discuss what brand attributes, tone, personality, etc. you are trying to convey in the creative. For your reference, [here is the section of the site](#) that references positioning, brand attributes, brand expression and messaging. This will help guide your communication and ensure that you stay on brand.

Key Message(s):**Deliverables:****Call(s) to Action:****Timeline:****Additional Considerations:****Budget:**