

# MARKETING REQUEST FORM



## The Basics

Today's Date: \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## The Details

Project Name: \_\_\_\_\_

Deadline: \_\_\_\_\_

### I need marketing's help with:

Brainstorming ideas for a/an:

Developing/Designing a/an:\*

*\*If requesting development/design work, the Creative Brief (below & on pg 2) **MUST** be completed.*

Wells:

Airtex:

Other:

Translation required? Yes  No  | Fr  Sp

Who will review the proofs?

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Do you want a kickoff meeting with Marketing? Yes  No

Additional Contacts?

*(Who else will be involved with this project?)*

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## CREATIVE BRIEF

Project Background: *What situation led you to request this project? What other departments are involved?*

Continued on pg2 ►

**Project Goals:** *What will this project accomplish? What determines success?*

**Design Mandatories:** *What has to be included (i.e. Part # / SKU / price / feature call out)?*

**Audience / Demographic:** *Who do you want this project to reach? Who are you speaking to? What do you know about your audience?*

**How should the audience feel when engaging with the project?:** *Informed, Inspired, Educated, etc*

**What actions do you want the audience to take after interacting with the project?:**