

Project Intake Brief

A concise starting point for a focused creative conversation.
Share what is known now; open questions are welcome.

PROJECT / BRAND

PRIMARY CONTACT

EMAIL / PHONE

TARGET LAUNCH

BUDGET RANGE

DECISION MAKERS

01 / DIRECTION

THE OBJECTIVE

What should this work change, clarify, launch, or make possible?

AUDIENCE AND RESPONSE

Who needs to care, and what should they think, feel, or do?

DELIVERABLES AND CHANNELS

What needs to be made, and where will it live?

CONTEXT AND CONSTRAINTS

Required elements, approvals, mandatories, or known limitations.

RETURN TO Kris@ThroughIris.com

LOS ANGELES, CALIFORNIA

