

The logo for 4PARTS DESIGN features a large, stylized orange number '4' on the left. To its right, the word 'PARTS' is written in a bold, black, serif font. Below 'PARTS', the word 'DESIGN' is written in a smaller, black, sans-serif font, with each letter spaced out.

**4PARTS**  
DESIGN

CREATIVE STRATEGY GUIDE

# CREATIVE STRATEGY GUIDE

## CLIENT NAME

## CONTACT PERSON

## KEY FACTS

What should we know about the current/new brand?

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## SACRED COWS

Do you have any?

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## OBJECTIVE

What do you want to happen with the brand? Is this a generational brand, center of your portfolio or adjunct?

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## TARGET AUDIENCE

Who do you want to sell to? This may be demographic, geographic based or a combination.

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## BRAND POSITIONING

Do you have a specific image you want to project?

## PRIMARY MESSAGE

What is the focus? Do you have any key messaging points you wish to highlight?

## OBJECTIVE

What do you want to happen with the brand? Is this a generational brand, center of your portfolio or adjunct?

## MANDATORIES

What must be included? These are specific copy points or design elements that must be included in the creative.

## VOLUME

How much do you want to have or sell? This is the forecast volume for the year, half year and max.

## INSPIRATION

Name a few brand/concepts currently on the market that reflect your goals.

## BRAND TONE AND EXECUTION

What is your approach. Mark the scale where you see your brand perception goals.

QUALITY \_\_\_\_\_ QUANTITY

SERIOUS \_\_\_\_\_ PLAYFUL

TRADITIONAL \_\_\_\_\_ MODERN

CLEAN/SIMPLE \_\_\_\_\_ ELABORATE

AFFORDABLE \_\_\_\_\_ EXPENSIVE

RAW \_\_\_\_\_ ELEGANT

EVOLUTIONARY \_\_\_\_\_ REVOLUTIONARY

FEARSOME \_\_\_\_\_ FRIENDLY

## GENERAL QUESTIONS

Give us some insight into you and your personality.

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