

CREATIVE BRIEF

Please complete the following information regarding your project and email to info@donnerhealthcommunications.com:

Company Name

Your Name:

Your Best Contact Phone:

Your Contact Email:

Are You the Decision-Maker for Approving the Contract: Yes No

Decision-Maker's Name and Title, if different from above:

Type of Project: Articles Brochure White Paper Blog Posts Newsletters
 Other

Brief Description of Proposed Project:

Number of Words: 0-500 501-1,000 1,001-1,500 > 1,500

Addition(s): Table Graph

Reader Audience: Consumer/General Public Patients Members Providers
 Business to Business Health Care Professionals Other

Estimated Number of Reader Audience

Goal for Your Project:

Background Materials Provided for Review: Examples of similar project Website pages White papers Other external resource

Will Interviews Be Needed? Yes No

If Yes, How Many?

Primary Sources – Will You Provide Sources? Yes No

Bylined or Ghosted: Whose Byline will be on final piece?

Submission Process: uploaded to company CMS Word document attachment Other _____

Proposed Deadline for individual assignments:

Proposed Volume of Assignments per Month:

Is this Project Budgeted? Yes No **Estimated Budgeted Amount:**

How Did You Hear About Me:

Comments (Please add any additional notes or comments that will help me understand how I can best serve your needs.)