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HTML Email Creative Brief

Date:

We've created this creative brief for us to better understand the requirements, deliverables, costs and/or timeframe required for your email design project. Please don't hesitate to contact us if you have any questions.

Project contact

Company name:

Company website:

Contact person:

Job title:

Phone:

Email:

Project scope

This project requires:

Design & code of a reusable email template

Design & code of an email newsletter/announcement

Customization of an existing template

Copywriting

By what date does this email template need to be ready by? Please let us know if there's a specific reason for this timeframe, ie. product launch:



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What is the approximate budget for this project? €

About your project

Tell us briefly about your company and the products/services you wish to promote in this email:

Describe the people who will be receiving this email, ie. existing customers:

What are your main reasons for creating an HTML email? Please note if there are specific goals that you wish to see fulfilled:

Are there any existing HTML emails or websites that you like or dislike? Tell us which ones and why:

Please mention any ideas you may have for your HTML email, eg. layout, colors:

Feel free to submit any accompanying illustrations, wireframes etc to us separately.

Do you have an existing style guide, and/or graphics, logos or colors that you would like us to use? yes/no



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If you have an existing style guide, and/or graphics, logos or color palette, please forward these to us.

Technical requirements

Has your company sent email campaigns previously? yes/no

Do you have an existing email subscriber list? yes/no

Will we be sending this HTML email on your behalf? yes/no

Although we will try our best to design an HTML email that looks as consistent as possible across the major email clients, the limitations built into software titles like Lotus Notes and Outlook mean that we may have to be less flexible, or omit design details when building specifically for compatibility with certain clients. With this in mind, please list any email clients that this HTML email *must* be compatible with:

List any additional services which you require (eg. list management, strategy):

Thank you!

We appreciate the time and effort you have put into completing this creative brief. Our team will be in contact with you shortly.