**University Marketing Project Intake Form**

A completed project intake form is required for us to start on your project. This step is vital to the creative process and assuring we create a targeted and strategic message.

**Part 1 — General Information**

Requestor’s name:       Date:

Email:       Phone:

Unit/Department:       Index:

**Part 2 — Project Information**

**This project is:**

[ ]  New [ ]  Update/revision to existing materials

**Services requested:**

[ ]  Consulting [ ]  Marketing strategy [ ]  Copywriting /editing [ ]  Design

[ ]  Photography [ ]  Illustration [ ]  Other

**Intended audience (check all that apply):**

[ ]  Prospective students [ ]  Current students [ ]  Faculty [ ]  Staff

[ ]  Alumni [ ]  Donors [ ]  Industry partners [ ]  Government agencies [ ]  Legislators

[ ]  Community Other

See **communications.oregonstate.edu/brand-guide/brand-positioning/audiences** for more information.

**Describe your project:**

Desired project objective/outcome:

What makes the program that you’re promoting unique and exciting:

Most important/distinctive points you'd like to make in order of priority:

**Print**

[ ]  Ad [ ]  Brochure [ ]  Flier/Poster [ ]  Mailer [ ]  Invitation [ ]  Newsletter

[ ]  Other

**Print Specifications**

Dimensions       Quantity       Pages       Paper       Finishing

[ ]  1-color [ ]  2-color [ ]  4-color [ ]  1-side [ ]  2-side

**Print Distribution**

[ ]  Campus mail [ ]  U.S. mail [ ]  Staff mailboxes [ ]  PDF attachment [ ]  Other

Mail enclosure: [ ]  Envelope [ ]  Self-mailer [ ]  Other

**Electronic/Online**

[ ]  Ad [ ]  Website [ ]  Email [ ]  E-Newsletter [ ]  Social Media [ ]  Newsletter

[ ]  Other

**Electronic Specifications**

Dimensions       Animation       File format

**Part 3 — Timing**

Due Date:

Is this project supporting an event?

[ ]  Yes Event Date       [ ]  No

**Part 4 — Attachments**

Attach examples of relevant existing materials and describe what you’d like to include from them:

Other background information

Photographs/charts/graphs