**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