**CREATIVE BRIEF**

**Project**

**Background of the ABC Foundation (ABCEF)**

**Project Background**

**Objectives**

**Target audience**

**Scope**

* Concept, design, content and production of ASEF Annual Report 20XX
* Overall creative direction that is innovative, engaging and in line   
  with ASEF’s corporate identity
* Layout design, pre-press production and mock-ups of final print materials

**Specifications**

* Product specifics: The final product must include a printed full version report, a printed report summary, an annual report online page, and downloadable and printable PDF versions of the report.
* The format for each piece is to be determined with the design agency.
* Design elements should adhere to the ASEF Branding Guidelines.

**Deliverables**

All proposals shall include the following items:

* Brief background of the company and samples of past work in similar projects
* Concept proposal for the design of the ASEF Annual Report   
  20XX (reflect ASEF’s corporate identity in the concept and design: brand.abc.org)

**Itemized break-down of quotation for**

* Copywriting
* Photo shooting of ASEF staff (group photo plus individual profile shots of all staff members)
* Graphic design
* Printing
* Output
* Printed full version book (max. 50 pages; 1,000 copies)
* Printed short report summary (max. 4 pages; 1,000 copies)
* Annual Report online page, which is readable from smartphone and tablets
* Downloadable printable PDF version
* Propose a suitable production schedule of the Annual Report that concludes on 1 April 2014. All deliverables must be submitted by 20 April 20XX.

**Timeline**

* Tender period: 20 November – 7 December 20XX
* Expected award date: 19 December 20XX
* Date of completion: 20 April 20XX

**Contact**

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