



### KGI Communication Checklist

#### Section 1: Content. What will this communication say?

**Audience:** Who will be the target audience for this communication? Please describe in detail.

Primary

Secondary


**Geography:** What geographic markets are you targeting with this communication? (North America? Global? Asia/Pacific?)

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**Translation:** Are localization services needed? If so, please list target languages?  Yes  No

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**Message:** What is the primary message that you wish to convey with this communication?

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**Objectives:** What is the objective of this communication – what do you want it to achieve?

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**Campaign:** Is this communication part of an existing campaign? If so, please provide a link or email to other components of the campaign and other background.  Yes  No

**Competition:** Who are your competitors in regards to this communication?

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**Call to action:** After accessing this communication, what do you want your readers/audience to do? (Visit a URL? Call a salesperson?)

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**Background:** Please email or provide URLs to background information pertaining to this communication.

**Interviews:** Who could we interview to collect additional information? Please include contact information. (Interviews are normally conducted over the phone and last 30-60 minutes.)

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**Vendor:** Is there a particular writer or vendor that you would prefer to use?

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**Section 2: Design. What will this communication look like?**

**Guidelines:** Does your company have existing design and style guidelines? If so, please provide a link or email them.  Yes  No

**Style:** If you have samples of previous documents that you would like us to match the style, please provide a link or email them.

**Color palette:** If applicable, what is your corporate color palette? Please email or include a URL to documentation, or specify colors with PMS or other specifics below.

**Photography:** If new photography is needed for this project, please complete the applicable parts of the separate KGI Photography Checklist.

**Graphics:** How many additional graphics (barcharts, illustrations, etc.) will be developed for this communication? \_\_\_\_\_

**Format:** What format would you prefer for this communication? If unknown, we can help you decide.

Document: # of pgs: \_\_\_\_\_ Color? \_\_\_\_\_ Are template files available?  Yes  No

Finishing:  PDF Only  Print: Quantity: \_\_\_\_\_ Do you want to attend press check? \_\_\_\_\_

Ad: Display/Print: \_\_\_\_\_ Outdoor: \_\_\_\_\_ Web: \_\_\_\_\_ Other: \_\_\_\_\_  
Please send specs and placement/delivery information.

Video or animation (Please complete the KGI Video/Animation Checklist)

Direct Mail: Do you have a Postal Permit? \_\_\_\_\_ Quantity: \_\_\_\_\_ Use an external list? \_\_\_\_\_

Internet: Email: \_\_\_\_\_ Web page: \_\_\_\_\_ (Please complete the KGI Web Checklist)

Other: (please describe):

**Vendor:** Is there a particular vendor that you would prefer to use for printing or other design work?

**Delivery:** to what address shall we ship the final pieces (email or physical address)?