

The project brief

Project: Hollowmere member program launch

Reference: [HGC-01]

Date: [date] · Version: 1.0

1. PARTIES AND APPROVAL

1.1 Client: Hollowmere Garden Centers, [address]. Client contact: [name, title, email].

1.2 Agency: [your agency name], [address, email].

1.3 Named approver: [name, title, email]. This is the only person whose yes changes anything in this brief.

1.4 This brief describes what is being made, what it costs, and what happens when any of it changes. Section 12 is the only route by which it changes.

2. BACKGROUND

2.1 Hollowmere operates three garden centers and has no membership program. Repeat customers are recognized by staff and by nothing else.

2.2 A loyalty platform has already been selected and paid for by the client. This project covers the program itself, not the software behind it.

2.3 The launch is timed for the spring season, which is when roughly half of annual footfall arrives.

3. WHAT THIS PROJECT HAS TO ACHIEVE

3.1 Give the program a name, a look and a set of materials that work in store, in the app and in email.

3.2 Sign up [n] members in the first [n] weeks after launch.

3.3 Give store staff something they can explain at the till in under twenty seconds.

3.4 Each objective above has a measure written next to it before this brief is signed. An objective with no measure is a preference.

4. WHO IT IS FOR

4.1 Primary: existing repeat customers who already shop across seasons, mostly local, mostly paying at a till rather than online.

4.2 Secondary: staff, who have to explain the program without a script.

5. WHAT GETS MADE

5.1 Program naming, identity and visual system. Two concept routes, two revision rounds at each stage.

5.2 Member app screens. Nine screens, design only, delivered as layouts to the platform vendor.

5.3 In-store print kit. Six pieces, artwork sized for the three store formats in 71.

5.4 Launch email sequence. Five emails, copy and layout by the agency.

5.5 Staff rollout guide. One document, print and screen.

5.6 Photography art direction. Shot list and direction for the launch set. The shoot itself is excluded under 6.2.

5.7 Anything not described in 5.1 to 5.6 is priced under section 10.

6. WHAT IS NOT IN THIS PROJECT

6.1 Build, configuration and testing of the loyalty platform.

6.2 Photography shoot, retouching and image licensing.

6.3 Paid media, media buying and any advertising production.

6.4 Translation of any material into a second language.

6.5 Print production, print management and in-store installation.

6.6 Anything in 6.1 to 6.5 can be added, and is quoted under section 10 when it is.

7. WHAT WE ARE ASSUMING

7.1 Three store formats: flagship, standard and garden annex. The print kit in 5.3 is sized for three.

7.2 The loyalty platform is [vendor], already selected, and its screen dimensions are fixed before week four.

7.3 Feedback arrives as one consolidated set of notes per revision round, from the approver in 1.3, within five working days.

7.4 Product and lifestyle photography is supplied by the client from an existing library.

7.5 If any assumption in 7.1 to 7.4 turns out differently, the work it changes is priced under section 10 and approved under section 12.

8. SCHEDULE

8.1 Eleven weeks from [start date].

8.2 Weeks 1 to 2: discovery, naming, two concept routes.

8.3 Week 3: route selection by the approver in 1.3.

8.4 Weeks 4 to 6: identity system and the nine app screens.

8.5 Weeks 7 to 8: print kit and email sequence.

8.6 Week 9: staff rollout guide.

8.7 Weeks 10 to 11: launch support and handover.

8.8 Dates in 8.2 to 8.7 assume the turnaround in 7.3. They move by the same number of days that feedback does.

9. FEE AND PAYMENT

9.1 Total fee: \$24,600, allocated as follows.

9.2 Naming, identity and visual system: \$6,800.

9.3 Member app screens, nine at \$980 each: \$8,820.

9.4 In-store print kit, six pieces at \$540 each: \$3,240.

9.5 Launch email sequence, five emails at \$610 each: \$3,050.

9.6 Staff rollout guide: \$1,490.

9.7 Photography art direction: \$1,200.

9.8 Payment: 40 percent on signature (\$9,840), 30 percent on route selection (\$7,380), 30 percent on delivery (\$7,380).

9.9 Invoices are payable within [n] days.

10. RATES FOR ANYTHING ADDED

10.1 Additional app screen: \$980.

10.2 Additional in-store print piece: \$540.

10.3 Additional email: \$610.

10.4 Revision round beyond the two included at each stage: \$520.

10.5 Concept route beyond the two included: \$2,900.

10.6 Anything not listed above: \$135 per hour.

10.7 These rates hold for the duration of this project and are not renegotiated per request.

11. WHO DECIDES WHAT

11.1 The approver in 1.3 decides direction, approves each stage and approves every change under section 12.

11.2 The agency decides execution within an approved route, including typography, layout and image selection.

11.3 A revision round is one consolidated set of notes on the same work, sent in one message. Six emails over three days is one round.

11.4 Redirecting the work after a route has been approved is a new route under 10.5, not a revision under 10.4.

12. HOW A CHANGE IS HANDLED

12.1 Anything added, removed or redirected after this brief is signed is written up as a change: what it is, what it costs at the section 10 rates, and what it does to the dates in section 8.

12.2 Work on a change starts once the approver in 1.3 has approved it in writing, and not before.

12.3 An approved change raises the version number of this brief, and the approval is kept with it.

12.4 A change that costs nothing still gets written down, because a free change still moves a date.

13. SIGN-OFF

For Hollowmere Garden Centers: _____ Date: _____

For [your agency]: _____ Date: _____