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|  | Nikki Redditt |
| Project Name | Generic Museum leaflet |
| Date | 01/12/2016 |
| Date required | 30/03/2017 |
| Document name | NAM\_Generic\_Museum\_Leaflet |
| File location for project | B/6/1/4/Development/Visual Communications Implementation Project 2016/Applications/Generic leaflet |
| Brief overview of project/background information | Leaflet is to provide an overview of the Museum offer, to sit within the Museum for people to take away and give to others, and to sit in display stands within other Museums, cafes, tourist centres etc for people to pick-up. |
| What do you want toachieve from this work? | Describe or list the purpose of this document, for example …   * Accurate communication of opening hours, free entry, location of the Museum * Simple and clear explanation of the new Museum offer * Encourage bookings of Play Base * Encourage sign-ups to the family membership scheme |
| Target audience | To try and cover the widest possible audience base, however:   * Learning Families and Kids First Families as the primary audience * Empathisers and self developers as the secondary audience   Either London, London and South East or Nationwide (to be decided once distribution method decided).  Note – audiences are based on motivation of Museum Visit. |
| Branding | NAM, Play Base, Café, Membership scheme |
| Outputs required(format, size, pages,quantity etc) | A4 tri-fold leaflet folding into DL  Physical and PDF versions required.  Quantity to be determined by distribution routes |
| Additional information | Have provided examples of previous versions |
| Text | Content to be supplied |
| Images | * Images will be supplied |
| Budget |  |
| Sign off | Nikki Redditt – Marketing Manager  Linda Stranks – HOD Marketing and Comms  Russel Clark - Exhibitions & Interpretation Manager  Genevieve Adkins – AD Public Programmes  Dawn Watkins – AD Commercial  Laura Palmer – AD Development  Janice Murray – Director General |