

VINTUS PROJECT TITLE

BACKGROUND INFORMATION

REQUESTED BY	Your name here
PROJECT TIMELINE	I.e. Q1 2026 / leading up to distributor GSMs week of xx/xx
GOAL	What is the goal of this campaign? i.e. Increase the appeal of on-prem activations for ABC, incentivize distributor sales teams to sell XYZ, develop the product knowledge base, boost consumer awareness
TARGET AUDIENCE	Distributor Team / On Prem / Off Prem / General Trade / Consumer
REACH	Will this be implemented across multiple markets? Can it be repurposed for other uses? Is this for a single event or an event series?
FINAL DELIVERABLE(s) & QUANTITIES	Please list out all assets -i.e. Web page, digital ad, print ad, sell sheet, poster/banner, booklet/catalog, menu, tent cards, window display, presentation deck, event RSVP page, print invites, case wrap, case card, neck tags, video, event guidelines/template
PROPOSED SHIP DATE(s)	I.e. 1/1/2026
TEAM	If there are multiple stakeholders providing input, list them here
FINAL APPROVER(s)	Who is the final reviewer of the project?

PROJECT SPECIFICATIONS

BRAND BUDGET	Local/Corp Brand (if applicable) Max Budget allotted
CREATIVE SPECS	-list all items and vintages that apply -what are the artwork requirements/dimensions/specs? -are there key photos or illustrations that are required? -is there a template or existing document that needs to be used? -place any links to shared drives/wetransfer/extranets here
ADAPTATIONS	If there are different versions required for each market/each event, please specify here
DELIVERABLE FORMAT(s)	PDF, image, movie, printed document, booklet, printed die-cut, label, sticker

CONTENT TEAM USE ONLY (DO NOT FILL OUT)

ASSIGNED	Name
INITIAL CONCEPT	Date
COMPS	#
RESOURCES	Brand Guidelines, Fonts, Images, Website