



Government Communication and Information System  
Private Bag x745, Pretoria, 0001

## CSA BRIEFING DOCUMENT (SHORTENED VERSION)

Once completed, please return this form to:  
Support Services, GCIS  
Fax: (012) 324 4452  
For att: Esté Koorts

### CLIENT DETAILS

<b>Client:</b> .....
<b>Address:</b> .....
<b>Contact Person:</b> .....
<b>Telephone:</b> ..... <b>Cell Phone:</b> .....
<b>Fax:</b> ..... <b>e-mail:</b> .....

### Background and objectives

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.....
.....
.....
.....

Budget available

Please bear in mind that money must be paid into GCIS account before production commences. Proof of deposit/transfer is needed before official order(s) is/are issued

Please describe.....  
.....  
.....  
Please indicate whether the option of outsourcing will be accepted if the GCIS does not have the capacity to handle this specific job: .....

Target market

MAIN TARGET MARKET: .....  
Age groups: ..... Gender: .....  
Education levels: ..... Income levels: .....  
Demographic areas: .....  
.....  
List the languages to be used: .....  
.....

Products to be developed

Client should suggest, but this can be adapted after a 'blue sky' creative session (please tick)

<b>SERVICES</b>		
Copywriting		
Editing		
Proof-reading		
Translations		
Design		
Video/audio duplications		
Video coverage		
Video programme		
Video/radio script-writing		
Distribution services		
<b>BELOW THE LINE PRODUCTS</b>		<b>ABOVE THE LINE PRODUCTS</b>
Photographic assignment		Newspaper ads
Pamphlet		Newspaper advertorial
Booklet		Magazine ads
Poster		Magazine advertorial
Cards		TV ads
Banners		TV documentaries
Caps, T-shirts & bags		Radio ads
Exhibitions		Radio documentaries
Road shows		Outdoor billboards
Event management		Other
CD Rom development		Internet

Deadlines

(for delivery, date of event for which products are needed, etc.)

<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
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## Creative requirements/specifications

<b>Formats:</b> .....
.....
<b>Use of logos, colour, and imagery:</b> .....
.....
.....
<b>Style and tone of radio/video (eg, advert, reportage or documentary):</b> .....
.....
<b>Use of theme music:</b> .....
.....
<b>Other requirements:</b> .....
.....
.....

## Sign-off Process

The client must undertake that at least the programme manager and the responsibility manager of the organisation must sign off strategies, concepts, final artwork and post-production - radio and TV - and event plans.

<b>Contact Person(s):</b> .....
<b>Address:</b> .....
.....
<b>Telephone:</b> ..... <b>Cell Phone:</b> .....
<b>Fax:</b> ..... <b>e-mail:</b> .....

For GCIS purposes:

<b>Date received:</b> .....
<b>By:</b> .....
<b>Signature:</b> .....