

# VMware Brand Input Form

Project name:	<input type="text"/>	Budget:	<input type="text"/>
Your name:	<input type="text"/>	Today's Date:	<input type="text"/>
Product/ Solution/ Business Initiative/ Program/ Event:	<input type="text"/>	Target Deadline:	<input type="text"/>
Key Stakeholders:	<input type="text"/>		

## Project Description & Purpose

Briefly describe this project; what is being created and its purpose.

## Audience

Describe the target audience(s). Who are they? What do we know about them? What is their mindset, preconceptions, pain points, objectives, job title, VMware personas?

### Objective

What are we trying to achieve? What is the goal? What do you want the audience to believe/ feel/ do?

### Key Success Indicators

What are the anticipated success metrics? How will performance metrics be gathered?

### Background / Context

Please describe the current customer, market, and channel environment for this project. What have we learned from similar work that we can apply here? Please include any Workfront links or briefs from past projects related to this project as well as links to relevant research, market data.

### Key Message

What is the most important thing for the audience to remember?

### Reasons to Believe

Provide supporting proof points or reasoning that makes this message believable to your audience.

### Call to Action

What specific action do you want the audience to take?

### **Anything Else?**

Any further insights, thought starters or anecdotes? Anything else that is appropriate to this project or initiative? Tone, visuals, etc.

#### **To initiate this project, please take the following next steps:**

1. Complete this form: All the required information must be provided before we can begin work on your project. Please ensure you've filled out this form in its entirety to provide as much relevant information as possible to avoid delays.
2. Submit a project request via Workfront at <https://vmwarecm.my.workfront.com/requests>
3. Upload this completed form to the documents section

If you have any questions regarding this form or how to submit, please reach out to [brandquestions@vmware.com](mailto:brandquestions@vmware.com)

**Thank you for taking the time to provide this information. We look forward to working with you!**