**Rationale template**

-Production overview

-Target Audience Research

-Primary Research

-Secondary Research

-The purpose of commission

-Ethos and reputation of client

-Themes or Subject client wishes to explore

-Who or what client are targeting (impact)

-Geographical and Demographical opportunities

-Restrictions on the client

-Competitors within the same industry and their products

-Idea 1

-Idea 2

-Idea 3

-How these ideas will measure against the client’s criteria

-The final idea

-Developments to the final idea and Justification for developments