

PROJECT BRIEF

PROJECT:		DATE:	
CLIENT:		CODE:	

ASSIGNMENT

What did the project owner ASK FOR?
What have we been asked to create and why?

OBJECTIVE

What are we SOLVING FOR?
What is the business and/or marketing problem we are addressing?

TARGET

Who is the key AUDIENCE or USER?
Are we speaking to customers or prospects, brand acceptors or rejecters, experts or casuals, early adopters or mass-middle? What are the demographics and attitudes of the ideal customer?

RELEVANCE

Why should the audience CARE?
What are we offering? What is its value to the audience/user? Why is it different from - and better than - the competition? How is it socially or culturally significant?

MEDIA

What are the requested CHANNELS and PLATFORMS?
What owned, paid, and earned assets - or opportunities - should we leverage or explore? Is there an explicit role for social, mobile, or technology in the communications?

RESULTS

How is the project owner measuring SUCCESS?
What are the brand and business outcomes and metrics?

THOUGHT STARTERS

What IDEAS or OPPORTUNITIES should the strategy and creative leads explore?
What directions would you go in? What equity would you leverage? What is the key message?

EXECUTIONAL REQUIREMENTS

What visual-identity guidelines do we need to follow?

What existing campaigns do we need to accommodate, activate, or integrate with?

What other agencies are engaged with this project? What are their roles? How will their contribution affect our work? How will our work affect them?

WHAT ELSE IS IMPORTANT TO KNOW?

BUDGET

TIMING

When is the client presentation? When is the in-market launch?

KEY STAKEHOLDERS IN APPROVAL PROCESS
