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PROJECT BRIEF

CLIENT CLIENT

CONTACT CONTACT

PROJECT PROJECT

BRIEF DATE

JOB NUMBER

1. The Brief

What are you briefing us to do?

2. Background

Provide information of the company, product or service relevant to this brief?

3. Target Audience

Who are they?

What is their demographic?

How do they purchase?

What influences them?

What do they believe about your company, product and service relevant to this brief?

4. Objectives

What are the company objectives?

What are the objectives of this brief?

What is the key message you would like your target audience to receive from this brief?

5. Unique Selling Proposition & brand benefits

What is unique about your product or service?

How does it differ from your competitors?

Why would I buy your product or service?

6. Deliverables

What exactly do you want us to deliver to you, please list your requirements.

7. Deadline

What is the delivery deadline for this brief?

8. Budget

What is the budget for this brief?

MARKETING
& COMMUNICATION

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