

**Project Brief**

Client:

Project/Execution:

Project Manager/Contact:

Date:

## 1. Background and introduction

* Tell us as much as you can about the business and the project.

## 2. The Requirement

* What do you want us to do for you?

**3. Objectives**

* What are you trying to achieve from this piece of work?

## 4. By When

* What is the timeline we need to work to, to deliver this piece of work?

## 5. Who are we talking to?

## Target audience: demographics, location, attitudes, interests, beliefs, behaviours?

**6. Audience sentiment**

* What does our audience currently think of you and what do we want them to think of us as a result of this piece of work?

## 7. KPIs and measurement of success?

* How will we know if it’s been successful?

**8. Associated campaign history**

* Anything that you’ve tried before that’s worked/not worked?

## 9. What are we trying to say?

## What’s the proposition for this piece of work? What one thing, above all else, do you want the target audience to take away having seen our work?

## 10. Is it believable?

* What are the substantiators, evidence or proof that supports the proposition?

**11. Tone of Voice?**

* If your brand was a person, how would they speak?

## 12. What are our peers/competitors/influences doing?

* Who are your peers and competitors and where are we positioned in relation to them?

**13. Channels**

## What channels do you have at your disposal and where does your audience go for more information? (Please list core, owned URLs and social channels/publications)

## 14. Any ideas?

## Any starters for 10? Thoughts you might have had about answering this brief?

## 15. Are there any mandatory elements?

* Logos, branding, statements or other?

**16. Budget**

* Often a tricky one to answer. Just be honest!

**17. Technical considerations (if relevant)**

* Are there existing or preferred tools, systems or suppliers that suppliers need to know about or work with?

**18. Any other useful information you think would be useful for us to know?**

* Anything at all useful not already covered above?