



## BRIEF TEMPLATE

### BRIEF IN BRIEF

A brief description of what the brief is going to be...

### PROJECT MANAGEMENT

**BUSINESS:** The name of the company.  
**PROJECT:** The name of the project.  
**TEAM:** The project team members.

### WHERE ARE WE NOW?

Current position of the project, relevant background, key issues, starting point for task at hand.

### WHERE DO WE WANT TO BE?

Desired outcome that the successful completion of the strategy will result in - goal should be set in context of overall business plan / marketing objectives.

### WHAT ARE WE DOING TO GET THERE?

Describe & define the business strategy / marketing plan as well as the relevant specific activities within it.

### BUSINESS AT A GLANCE...

- Company Background
- Product / Service Features & Benefits
- Existing Strategic Direction / Vision

### POSITIONING

Where does our business / product / service sit in relation to competitors in the market? What are our competitors doing that will influence our customer's perception of us?

### WHO DO WE NEED TO TALK TO?

Target audience groups should be defined & prioritized as accurately as possible via relevant insights, attitudes, psychographics, demographics, lifestyle, product usage etc.

### WHAT DOES SUCCESS LOOK LIKE?

How will the task be evaluated / measured, when will it be evaluated, who will evaluate it?

### APPROVALS BUDGET & TIMING

Who has the authority to sign off on the work?

\$\$\$\$HowMuch\$\$\$\$

Brief response due by / key milestones, calendar activities...

### OTHER...

- Considerations
- Preferred suppliers
- Brand guidelines
- Mandatories

### END ON A QUOTE:

*"Stuff your conscious mind with information, then unhook your rational thought process". – David Ogilvy*