

Project Briefing

Product/Brand:

Assignment:

Date:

Due:

Product

Key characteristics & use

Audience

Who, primarily, are we talking to? How do we identify their needs, values, expectations, location, influences?

Competition

Who/what are we selling against? What benefit segment are we selling into?

Objectives

What is the goal of this communication? What is the marketing problem it should solve?
How will results be measured?

Situation

What does our audience now think or feel about this product?
What are the market influences shaping future attitudes?

Position

How should the audience differentiate our product? What should be their "top-of-mind" impression?

Promise

What key benefit can the audience expect from us? Why should they believe it?

Takeaway

What is the last thought we should leave in the mind of the audience?

Brand

How should the character of the brand be reflected in tone and image?
What are the mandatory elements to be included?

Other

Anything else we need to know to achieve our goals and deadlines?