See Beyond.

BRIEFING TEMPLATE

Send us your brief to get your project started!

7even.

Brief

Name:

Campaign:

Industry Sector:

Background & Context
Brief background about your business and how you've arrived at the need for this marcomms work.

Objective
Why do you want to complete this project? What do you hope to achieve? Sales? Leads? An increase in brand awareness? Event registration? Make this section specific and measurable.

Brief

Audience
Who is the primary target audience for this project? What do you know about them? Demographics? (age, gender, income, employment, geography)?

Insight
What's different or unique about your product or service? What is interesting? Based on what you know about your target audience, what insight into their behaviour or attitudes aligns with a key benefit of your product or service? This is critical as the insight is often the basis for the creative idea.

Brief

Proposition
What matters most? Must relate directly to the customer insight. This needs to be concise and have one main message. It shouldn't be a list of product features and benefits.

Action
What do you want the audience to do? Once they've seen, read, heard this compelling piece of creative, what action do you want them to take? Pick up the phone...? Jump on the web...? Attend an event...? Buy a product...? Or is it simply to create awareness.

Brief

The task
What are the specific deliverables of the project?

Supporting information / attachments
Are there any relevant business strategy or support documents that should go with your brief? For most brand-related projects a copy of the current brand guidelines is a great starting point. Other relevant suggestions might include strategic business plans, relevant research reports, organisational structures, etc.

Brief

Key project deliverables and timing
What are your expected and/or immovable timeframes for this project? Are there any specific project milestones or deadlines?

Budget
What is your project budget? What elements does this budget need to include? For example, is this budget for the design work only, or does this budget also need to include printing or distribution?

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