

The Marketing Brief:

All the info required to help us deliver the best work!

|  |  |
| --- | --- |
| Project Lead | First Last |
| Production Lead | First Last |
| Design Lead | First Last |
| Project Name | Enter Text |
| Date Brief Submitted | Enter Date |
| Project Start/Finish | Enter Dates |
| Supporting Agencies | N/A |
| Target Market | Enter Text |
| Budget Allocated | Enter Text |

Key Considerations:

Please complete to the best of your knowledge

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| --- |
| Business Problem/ Opportunity |
|  |
| Wider Business Context |
|  |
| Commercial Objective |
|  |
| Communication Objective |
|  |
| Key Performance Indicators |
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| Bullseye Target |
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| Audience Insights |
|  |
| What do you want the audience to think? |
|  |
| What do you want the audience to feel? |
|  |
| What do you want the audience to do? |
|  |

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| Key Messaging |
|  |
| Reasons to Believe |
|  |
| Executional Mandatories |
|  |
| Deliverables & Key Milestones |
|  |
| Additional Business Data/ Customer Research |
|  |

Brief Approved for Execution: YES / NO

Appendix:

Attach / Upload Additional Images, Charts, Links below