DRAFT 8.5.15

Creative brief – Office 365 Groups

**Our Audience**

Project teams at school and work

**Our Product**

The best tools in Office 365. In one shared space. For conversations, calendars, files, and notebooks.

**Our Objective**

A dedicated work space, set up by you and your team.

**Our Proposition**

Groups is the best place for busy project teams to get work done.

**Proof of our Proposition**

With an Office 365 group, you can have conversations, share meeting notes, edit files, and post photos and links--without distractions. It’s all about your group.

You choose which tools you need. Work together to get the job done. And self-organize so that team members work the way they want to.

Groups is open and discoverable, meaning that everyone in the organization benefits from the learning of others.

**Tone**

Warm and relaxed, crisp and clear, ready to lend a hand.

**Style**

Modern, nimble.