

COMMUNICATION BRIEF



Purpose

What does the sender want to achieve from this communication?



Premise

What is the key message? What is the USP?



Sender

Who is the sender?



Target group

Why this target group? (potential size, buying power, reach)



Content

What information should the communication contain - and what should be left out?



Media

What kind of media should be used (e.g. newspaper, website, cinema, radio, poster, TV etc.)? If not given beforehand – why this/these? What is the connection between the media channels?



Situation

Situation/C-milieu

What helps the communication? What works against it (noise)?



Effect

What is the effect? How and when can you tell if you have succeeded? Use e.g. SMART goals.

Was the purpose fulfilled – and the premise understood by the receiver?