



Integrated Communications Brief

Project

Ref.

Challenge

Business objective

Insight starters

Who - Behavioral Segments

Benefit

What - Communication Message Strategy

Assets - Campaign Idea/iconic assets

Mandatories

Deliverables - Include required touch points to appear big everywhere that matters

Approval / agreement

Company P

A

C

E

Outsource P

A

C

E

Date

Success criteria

Key milestones

Budget

Delivery date

Brand fundamentals

Purpose

Brand prototypical benefit

Brand Character