

BRAND:	PRODUCT:	JOB:
BRIEF DATE:	PRESENTATION DATE:	VERSION NO:
APPROVALS:		LIVE DATE:

WHAT IS THE CHALLENGE WE ARE SOLVING FOR?

Focus on what precisely we are trying to solve for the business and brand. Be quantitative.

WHAT MAKES UP THE CULTURAL AND MARKET CONTEXT?

Describe the world in which this category and audience exist. Be quantitative.

WHO ARE WE ENGAGING WITH?

Bring the customer to life. What makes the customer different? Are we speaking to a single customer or multiple personas?

WHAT IS THE MOST IMPORTANT INSIGHT ABOUT THE CUSTOMER: THE DATA-INSPIRED TRUTH?

What drives the customer's current behavior or attitude? What drives the customer to action? Prove it with data.

WHAT SINGLE-MINDED THOUGHT WILL INSPIRE OUR WORK?

Make this focused. No vague, woolly statements. Be bold.

HOW CAN WE SUPPORT THIS?

Show how the brand's actions, experience, or product features make this credible. Only include points that directly support the insight.

WHAT ARE SOME THOUGHT STARTERS FOR WHAT WE COULD CREATE?

What activity could achieve the desired effect? Are there any pre-agreed elements such as events, media or digital assets? Does this need to be a campaign message, product, or service?

BRAND GUARDRAILS?

What is the brand's tone of voice? Make sure it is descriptive, distinctive, and focused. Do we have to reuse brand assets, stick to a particular channel, or include partners?

BUDGET AND TIMELINE?

Give an idea of total budget and how much of this is production or media. What is the overall timeline? What is the timing for creative development?

WHAT DOES SUCCESS LOOK LIKE?

How will we know this is working? What KPIs, testing, or measurement framework will we set up to ensure we learn and improve the activity when it is live? Have we already tested hypotheses or prototypes?