BRIEFING TEMPLATE

Company information

Name

Website

Client lead

Name

Email

Phone number

Summary of the job

A couple of sentences about role of this content in your marketing plan

Company background information

What you do, your USPs, your tone of voice, your brand vision?

The why now

What made you commission this project now? (A new product, organisational change?)

Key objectives

Build brand awareness? Drive more sales? Or engage internal employees?

What is driving the timing of this project?

Do you have an up-and-coming event? Online campaign?

The single most important message

Don’t worry, we’ll help refine this after the discovery phase.

Who is the target audience?

Who should see this and where will they be?

Key dates

Ideal wrap-up date:

Campaign start date (if applicable):