

Date: \_\_\_\_\_

Brand: \_\_\_\_\_

**Office Use Only**

Reviewed by: \_\_\_\_\_

Course Code: \_\_\_\_\_

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### Client Contact Information

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Job Title: \_\_\_\_\_

Phone #: \_\_\_\_\_

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#### PURPOSE OF THE BRIEF:

*Include timing and geography.*

#### BUSINESS CHALLENGE/BARRIER OR OPPORTUNITY:

*Include brand health metrics in the Appendix A if available.*

#### BRAND PROFILE & CHARACTERISTICS:

*What makes you unique?*

BUSINESS/MARKETING/COMMUNICATION OBJECTIVES:

TARGET AUDIENCE:

*Include full persona profile in the Appendix B if available.*

CATEGORY, PRODUCT OR CONSUMER INSIGHTS:

*List full product portfolio in Appendix C.*

SINGLE MOST IMPORTANT MESSAGE:

REASONS TO BELIEVE:

*What is your positioning statement?*

KEY DELIVERABLES:

### MANDATORIES / MEDIA CONSIDERATIONS:

### MAIN COMPETITORS:

*Include full competitor analysis in the Appendix D if available.*

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### APPENDIX A: BRAND HEALTH METRICS

### APPENDIX B: CONSUMER TARGET

### APPENDIX C: PRODUCT PORTFOLIO

### APPENDIX D: COMPETITIVE PRODUCT PORTFOLIO