

## Client Brief

Client:

Brand:

Launch Date:

Target (Who is the target audience):

Marketing Objective (sales / awareness / messages / brand image etc):

Goal (What's the best possible outcome?):

Background (context about your company/brand so far – how does this work fit into your recent marketing history):

Purpose of the brief (which part of the marketing will we be doing – mention any other suppliers or internal teams delivering part of the work):

Communications Objective (what message and outcomes do you want):

Desired Consumer response (what we want consumers to react / think):

Key Messages:

Style and Tone:

Mandatory thing to include e.g. logo / Considerations e.g. mobile vs email /

Specifications:

Metrics (How will success be measured?):

Budget & Delivery timescale:

*NOTE: we do not specify any particular type of marketing tool. This is because we believe a wide range of marketing can help with your brand's situation. But if you feel very strongly that you are looking for a particular type of solution, please write it here*

Brochure / Print

Digital / Website / SEO

Email / Direct mail

Advertisement

Public Relations

Social Media

Graphic Design / Branding

Content Marketing / Copywriting

Contest / Promotion

Other