

Briefing document

WHAT ARE WE COOKING?



goodsoupstudio.com

[About you](#)[What you need](#)[Who it's for](#)[The goal](#)[The setup](#)[Anything else](#)[Your flavour](#)[What's next](#)

BEFORE WE START...

Let's get to know each other before we start cooking.

Rather than a form, think of this document as a conversation on paper. There are no wrong answers, and if something doesn't apply just skip it. The more honest we are, the better the work will be. Take your time, and we'll do the same.

Siobhan



This is an interactive PDF,
use your mouse to navigate

[About you](#)

03

[What you need](#)

04

[Who it's for](#)

05

[The goal](#)

06

[The setup](#)

07

[Anything else](#)

08

[Your flavour](#)

09

[What's next](#)

10

ABOUT YOU

Before we make anything, we need to understand who you are and why what you do matters to you.

The best work comes from understanding the mission behind the brief, not just the brief itself.

[About you](#)[What you need](#)[Who it's for](#)[The goal](#)[The setup](#)[Anything else](#)[Your flavour](#)[What's next](#)

What's the name of your organisation?

What does your organisation do?

Why does it exist? What are you trying to change, fix or make possible?

Tell us something you're proud of that most people don't know about you.

WHAT DO YOU NEED?

The more clearly we understand what you need and why, the better we can scope it, price it and make it work.

If you're not sure yet, that's fine, just tell us what you know and we'll figure out the rest together.

[About you](#)[What you need](#)[Who it's for](#)[The goal](#)[The setup](#)[Anything else](#)[Your flavour](#)[What's next](#)

What do you need from us?

What's it for?

Where will people encounter it?

Any idea on format, size or material?

Seen any similar examples you like?

WHO'S IT FOR?

Good design talks to real people, not demographics. The more specific you can be about who you're trying to reach and what you want them to feel, the sharper the work will be.

[About you](#)[What you need](#)[Who it's for](#)[The goal](#)[The setup](#)[Anything else](#)[Your flavour](#)[What's next](#)

Who are you trying to reach?

How do they currently feel about this topic?

What do you want them to think, feel or do after encountering this?

Is there anyone this is specifically not for, or we should be mindful of?

THE GOAL

The practical bit – timelines, success, budget. We know the budget question is awkward but a ballpark helps us propose the right solution rather than the wrong one.

[About you](#)[What you need](#)[Who it's for](#)[The goal](#)[The setup](#)[Anything else](#)[Your flavour](#)[What's next](#)

How will we know this worked?

When do you need it by?

Is that deadline flexible?

What's your budget?

THE SETUP

Every project has a cast of characters behind it. Knowing who's involved in your decisions and what you've tried before saves everyone time and helps us get it right first time.

[About you](#)[What you need](#)[Who it's for](#)[The goal](#)[The setup](#)[Anything else](#)[Your flavour](#)[What's next](#)

Who's our main contact?

Who has final sign-off?

Is there wider team involved?

Has anything like this been tried before?
if so, how did it go?

Anything we should definitely avoid
visually, tonally, or otherwise?

ANY- THING ELSE?

Is there something important we haven't asked? A gut feeling, a worry, a hope for this project, anything at all.

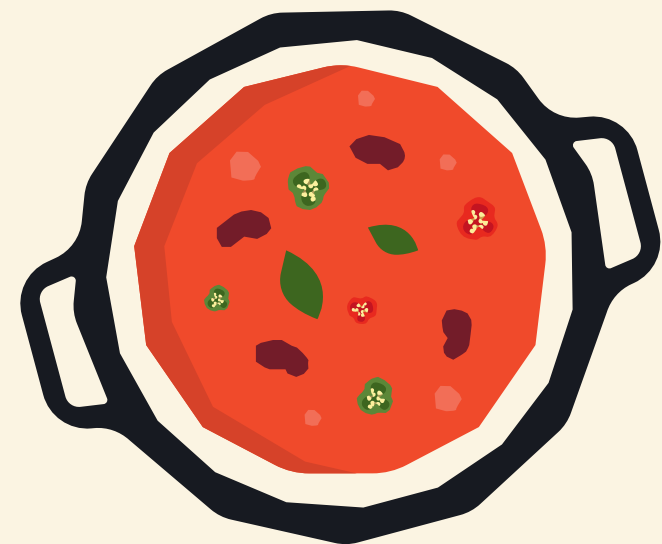
[About you](#)[What you need](#)[Who it's for](#)[The goal](#)[The setup](#)[Anything else](#)[Your flavour](#)[What's next](#)

[About you](#)[What you need](#)[Who it's for](#)[The goal](#)[The setup](#)[Anything else](#)[Your flavour](#)[What's next](#)

CHOOSE YOUR FLAVOUR

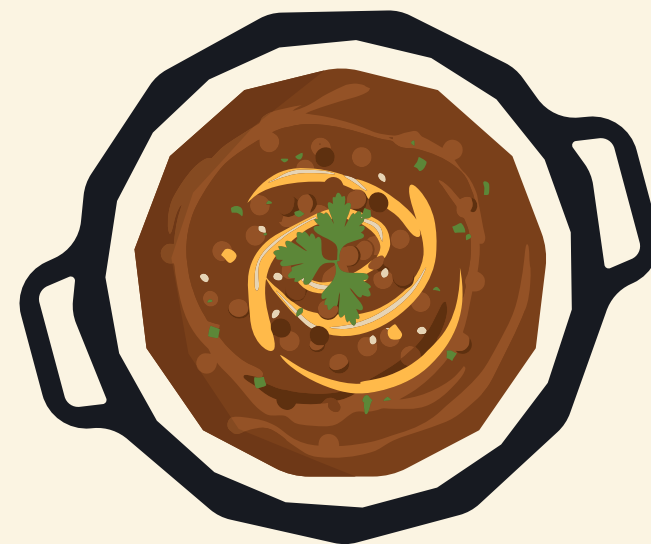
Every project has an energy. Pick the one that feels closest to yours, or tell us it's a combination.

Your soup flavour(s)



SPICY

We need to grab attention, and fast. This one can't be ignored.



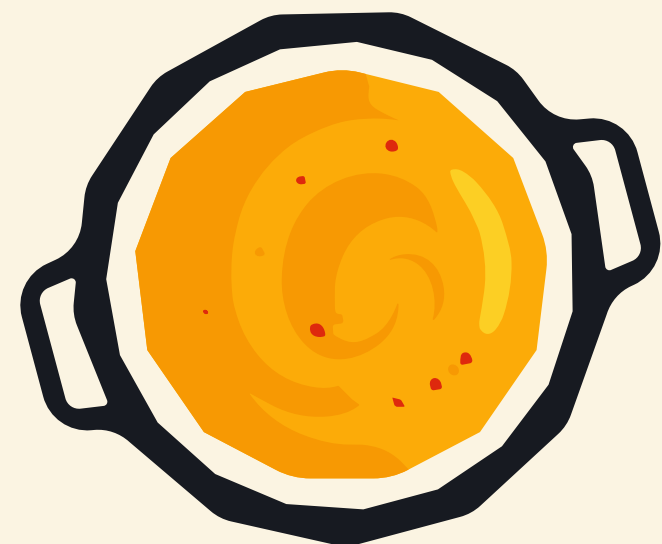
HEARTY

There's a lot to say and it needs to be said properly. This is the big one.



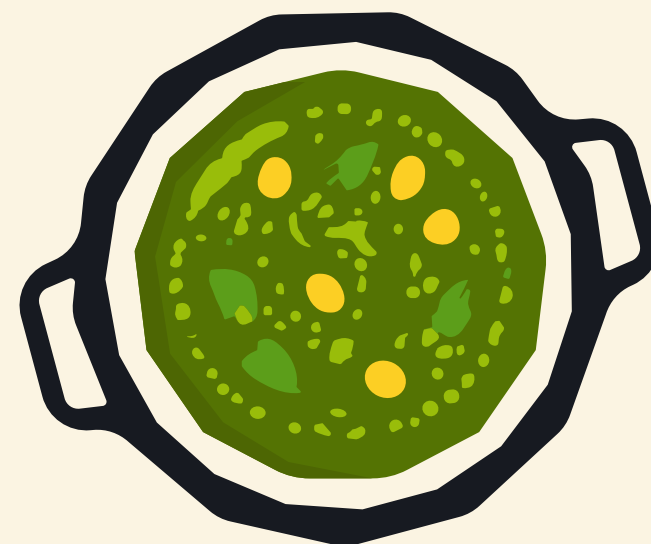
FRESH

We're starting something new and need to find our feet. Clean slate.



WARMING

It's about people. We want them to feel something real.



RICH

Complex, high-stakes, needs to feel premium. Details matter.



ACQUIRED TASTE

A bit niche, unconventional. Not everyone will get it and that's fine.

WHAT'S NEXT?

Thank you for filling this in, here's what happens next:

01

Send your completed PDF to
siobhan@goodsoupstudio.com



02

We'll read everything and come
back to you within 3 working days.



03

If we're a good fit, we'll be
in touch to set up a call.

CONSIDER YOUR SOUP ORDERED.

LET'S
COOK.



goodsoupstudio.com