

Overview General project(s) information, goals.**Primary Audiences** Who they are, what are their characteristics, pain points and opportunities?**Goals and Desired Response** Specific, Measurable, Achievable, Relevant and Time-based (S.M.A.R.T.).**Tone and Style Considerations** E.g. existing brand framework and assets.**What's Required** E.g. Brand Identity, Ad Campaign, Marketing Brochure, Brand Film, Website etc.

Continued

Specific Instructions Any specific guidelines or scope to follow?

Messaging, Features, Benefits And Value Prioritise the key features and/or facts about the initiative you're marketing and its importance/value to target audiences.

Budgets And Schedule Has a budget been approved? When must the message get to the target audience for greatest impact? Due date for finished work?

Next Steps Arrange Stage One presentation etc.

Process Who are the principal contacts? What is the review and approval process? Who will sign off on final execution?

Additional Information Any relevant organisation information e.g. current performance, challenges, strategic objectives, organisational plans and changes.

Need help filling in this briefing template? Give us a call on 01823 327 532 or email hello@quantock.com.