



CLIENT BRIEF

CLIENT / KEY PERSON:**COMPANY NAME:**

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PROJECT & CATEGORY

Purpose and opportunity.

OBJECTIVE AND CHALLENGES

What are we trying to achieve?

[Examples:

To raise the awareness of the product and brand with the national media, B2B publications, professional target audience and general public.

To explore and identify new clusters of potential target audience, to build new stakeholder relationships.

To enhance and position the product and the brand in the market in accordance with the client's narrative and vision.]

TARGET AUDIENCE

Whom are we trying to reach?

MESSAGE

What is the key idea to be remembered?

ATTITUDE

Style and tone.

SCHEDULE

Projected timeline, important dates, deadlines, etc.

BUDGET

COMPETITION

Who are we up against?

DELIVERABLES AND FORMAT

Describe key pieces to be produced.

TV interviews / appearances –
Radio interviews –
National Tier-1 Press interviews –
Social Media Posts –
Blog Posts –
Events –
Awards –
Etc

COMMENTS