



# 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**

<i>Describe key pieces to be produced.</i>
TV interviews / appearances – Radio interviews – National Tier-1 Press interviews – Social Media Posts – Blog Posts – Events – Awards – Etc

**COMMENTS**