## General Information

| **Company** |  |
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| **Brand / Product** |  |
| **Project Name** |  |
| **Type of Project / Brief** |  |
| **Markets / Countries** |  |
| **Date of Brief** |  |
| **Client Contact Names & Roles** |  |

## Client Brief

| **What is the product / service?**  Describe the product in detail with as much specifics as needed (Price point, Key ingredients, USPs) |
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| **What is the background to this brief?**  Competitive landscape / Market share / category size |
| * What can we know about the category: key players, size, dynamics, etc.? * What may we know about the product/brand: when was it launched, any innovation, SWOT, market share, revenue, dynamics, etc.? * What is the digital eco-system: website, Facebook page, CRM tools, e-commerce, etc.? * Key competitors? |
| **What is the business challenge or opportunity to address? What is the main problem to solve?**  *Think of competition, consumer behavior/demand/perception, untapped opportunities, growing strengths and more.* |
| To define the main problem, here are some questions to consider:   * Is the product still new and unknown? * Has a new competitive offering emerged? * Has consumer behaviour changed? * Is demand affected by the disposable income or a lack of self-relevance or seasonality, etc.? * Is there a problem with consumers’ / patients’ perception or behavior? * What has already been undertaken? |
| **What is the Job-To-Be-Done? What is the brand objective?**  *Choose 1 or more and provide further details* |
| **Fill the following sentence:** Get (TARGET AUDIENCE) to do ( BEHAVIOR) by overcoming a (BARRIER)  **Additional Comments** |
| **What are the business & marketing objectives for this project?**  *State the desired outcome and the specific business performance this campaign is expected to assist* |
| * Increase Awareness for a disease or product? * Inform, educate on certain symptoms or treatments? * Sell more products – either online or offline? * Increase adherence and compliance (=loyalty)?   **Additional Comments** |
| **Target audience – Who are we talking to?**  *Describe in greater detail, what we know about the target audience. There might be several audiences that we may have to segment.* |
| * Who is the user, purchaser, decision maker, influencer? * What separates current users from non-users? |
| **Demographic segmentation** |
| **Description:**  **Age**:  **Gender**:  **Educational level**:  **Marital Status**:  **Income Range**:  **SEC Class (A/B/C/D)**:  **Influencers**: |
| **Psychographic segmentation** |
| **Interests**:  **Lifestyle**:  **Habits**:  **Beliefs & Attitudes**:  **Needs**: |
| **Geographic segmentation** |
| **Region**:  **City**:  **Country**: |
| **Measure of Success**  *What does success look like? How can this campaign contribute and how can its contribution be measured?* |
| * Business KPIs * Marketing KPIs * Media KPIs |
| **Key Message**  *What does the brand want to say, in a single sentence? Please describe the key reasons-to-believe which support your claims.* |
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| **Key Take-aways**  *Please describe the key reasons-to-believe which support your claims.* |
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| **Brand Tonality**  *Phrases, tones and images associated with the brand* |
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| **Brand Mandatories**  *What has to be part of the campaign/deliverables?*  *Logos, pack shots, Taglines, Hashtags, Medical Claim Documents/ Links, Brand website or other relevant links* |
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### Budget Timelines & Approvals

| **Budgets**  *How much budget is available for this project? And for potential follow-up projects?* |
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| **Timeline**  *When would you like to start? What specific deadlines should we keep in mind?* |
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| **Project Approvals**  *Any specific requirements you have internally to have this project or the content approved?* |
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