

## Brief

Client/Brand:	
Key Contact:	
Project:	
Date:	

## Background

*What context do we need to help our understanding of your business for this project?*

## Objectives

*What are the key objectives you want our proposal and solution to address?*

## Target Audience

*Define your primary and secondary audiences. Who do we need to communicate with, influence and inspire?*

## Single minded proposition

*What is the one key thought or feeling you want this content or communication to deliver?*

## Deliverables

*Are there any specific deliverables you want included in the response? Please include any mandatory information we need to factor in.*

## Timeframe and Budget

*Do you have any critical milestones we need to meet? What budget do you have available?*

## Useful Resources

*Share any background source information, internal SMEs we need to engage with, or inspirational brands/campaigns*