## General Information

| **Company** |  |
| --- | --- |
| **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?
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| **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?
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| **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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