

Communications Brief

Brand

Vision
Essence
Personality
Values

Business

Business opportunity
Marketing challenge
Growth target

Communications

Communication challenge
Communication imperative
Communication objective
Consumer truth / key insight

Business

Answer
Proof
Target response

Project

Timing
Budget
KPIs
Project leads

Communications Brief guide

* SMART – Specific, measurable, actionable, realistic, timely

Brand

Vision	State why your brand exists and/or it's end goal
Essence	Sum up your brand in no more than three words
Personality	Adjectives or statements that bring your brand to life
Values	Verbs or nouns that define your brand's behaviours

Business

Business opportunity	What is the goal your are trying to achieve?
Marketing challenge	What is the role of marketing to deliver that goal?
Growth target	How will the goal be measured? Be SMART*

Communications

Communication challenge	Give the context for consumers, competitors and the wider category. Keep it brief.
Communication imperative	If your communication can only do one thing, what is that? Help the creative team prioritise.
Communication objective	What is the goal for your communications and how will it be measured? Be SMART*
Consumer truth / key insight	What is the deep insight about the needs of consumers that can help generate creative ideas?

Business

Answer	The reason why from your brand positioning statement
Proof	The reasons to believe from your brand positioning statement
Target response	What change in attitude or behaviour does it need to drive?

Project

Timing	Start with when the campaign needs to go live and work backward to when you expect the first response
Budget	Include the total budget and any relevant breakdowns e.g. production vs media costs
KPIs	Summarise the key performance indicators targets that will be used to evaluation the communication effectiveness
Project leads	Who is responsible for the project? And who makes the decisions?