



Communications brief

Client company name:

Industry sector:

Client contact details:

Project type and title:

Background that has led to this communications brief...

What is the business objective of the communication?

Who is the target audience for the communication?

What is the most critical barrier in the clients mind to overcome?

Who are the clients key competitors?

What existing / historical communications should we be aware of?

What are the "NON NEGOTIABLE" elements of the design?

What brand resources are available?

Specifications of communications required:

Production timetable and deadlines

Budget guidelines

Prepared by:

Date: