



WELCOME TO THE NAKED BRIEFING TEMPLATE

A brief needs to be informative and inspirational. This template is designed to help but feel free to change anything to suit your needs and to include pictures or other stimuli you think will help.

PROJECT MANAGEMENT – Basic Details

Project Name
Date of Brief
Client
Brand / Product
Client Contact
Any other info

WHAT THIS ALL ABOUT?

The brief in brief - put a one line summary of the brief here

WHERE ARE WE? – Background

Brand and Product Information

Includes things like brand position, its background and a description of the product / service if relevant

Market Context

Any macro factors in the market, including competitive information

Your History and Learning

Any communication history you feel is relevant and what you learnt from it



WHY ARE WE COMMUNICATING? – Problem / Objectives

What's the business problem / objective? This should be set within the context of overall business strategy as well as what is required for this project

WHAT ARE WE COMMUNICATING?

What's the messaging? What's the desired effect?

WHO ARE WE COMMUNICATING WITH?

What's the target audience for this communication? The richer the picture, the better the result - please include any insight you have into drivers and behaviours - or ask us to find some

HOW WILL WE KNOW IF IT WORKS?

What are the evaluation criteria? Think in terms of hard measures, such as sales and existing brand trackers, soft measures, for example the requirement for qualitative research, and buzz measures, such as web chatter