



Client, Campaign title
Date

Client Company
Client Contact

Version 1.3
Who wrote it: Planner

Sign Off

Role	Who	Date	
Oomph Planner			✓
Oomph Creative Director			✓
Client			✓

Background and Outline requirements	
What is the story so far?	
How does this brief relate to other activity?	
Objective	
The Product	
Brief product description	
Product differentiator(s)	
The Customer	
What do we know about the customer?	
User perception of the brand?	
The Communication & Plan	
What is the single thought proposition?	
What are the proposition supports?	
Protect these ideas	
Fight these ideas	
The work	
What is the media plan?	
What collateral is needed	
Other mandatories	
Timing	