

COMMUNICATION BRIEF TEMPLATE

A communication brief clarifies strategy and content, and ensures that the communication speaks in a consistent voice with a strong message that focuses on audience benefits.

Background

Company Description *(Basic description of the company in a short paragraph)*

Competition *(Who are the key competitors in this area?)*

Project Background *(How did this project come about? How did the need become apparent?)*

Product/Service *(What is being discussed or promoted in this communication?)*

Target Audience *(Who are we talking to? What jobs or positions? What do they know and how do they feel about it?)*

Customer Profile *(Describe one or two of the "typical" customers for this product/service.)*

Reference Material *(Do you have any brochures, proposals, presentations, web content, or other information on this?)*

Communication Strategy

Marketing Goal/Objective *(What company goal does this piece address? What do you want to acquire, expand or retain?)*

Problem *(What problem does the subject matter solve or address for the customer?)*

Brand Position *(What does the target audience currently think of your company or brand, especially regarding the product?)*

Brand Promise *(What can you offer the target audience? Why should they do business with you?)*

Communication Objectives *(What should the target audience think, feel or do as a result? What results indicate success?)*

Challenges *(What barriers or challenges does the brand, product or service currently face?)*

Message Strategy

Proposition or Selling Idea/Key Message *(What is the most important piece of information you want them to know?)*

Consumer Insight *(What do we know about the target audience that might affect what we say? What motivates them?)*

Support *(Why should they believe you? What facts, expertise, or research—rational and emotional—support your claims?)*

Creative Direction *(Should the message's tone be helpful, educational, expert, persuasive, formal, friendly, or other?)*

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Practical Considerations

Mandatories *(What logo, photos, website, words, images, messages, visual elements or other content must be included in the message?)*

Media Imperatives *(Where will that message appear to be noticed by the target audience? Consider broadcast, print, digital, social media, and corporate media.)*

Mechanical Parameters *(How long should the message be and in what format?)*

Metrics/Evaluation *(How and how often will success be evaluated?)*