

Project Briefing Tool

The following project briefing tool has been developed to help you to start thinking about the requirements of your next branding or creative project, and what critical information you will need to communicate to your project partners.

Brief Details

Project name	Associative
Date of brief	
Response required	
Your organisation contact	
Contact details	T: M: E:

Background

Brief background about your company and how you've arrived at the need to for this project. This section should include the business case behind the project. Essentially, this section is responsible for setting the scene for your agency or partner, who may not know much about your organisation.

Objective

Why do you want to complete this project? What do you hope to achieve? Sales? Leads? An increase in brand awareness? Event registration? Make this section specific and measurable.

Audience

Who is the primary target audience/s for this project? Who are the secondary audiences? Do you have both internal or external audiences?

The Task

What are the specific deliverables that this project entails? What do you want to be in possession of at the end of the project?

Critical Inclusions

What are the elements that it is critical to include in this project? For design work, that may include things like the organisation logo and tagline. For a brand strategy project that might include things like assessment of how the new brand positioning aligns with the current brand identity.

Supporting Information/Attachments

Are there any relevant business strategy or support documents that should go with your brief? For most brand- related projects, a copy of the current brand guidelines is a great starting point. Other relevant suggestions might include strategic business plans, relevant research reports, organisational structures and more.

Summary Of Key Project Deliverables And Timing

What are your expected and/or immovable timeframes for this project? Are there any specific project milestones or deadlines? For example, are you attempting to rebrand in time for a launch at a major upcoming industry or trade show? Are you attempting to have your new website ready for the release of an upcoming quarterly or annual results reporting seminar? Do you have an immovable advertising deadline to meet?

Deliverable	Due date

Budget

What is your project budget? What elements does this budget need to include? For example, is this the budget for the strategy work only, or does this budget also need to include design? Printing? Distribution?

If you are able to provide your agency with this information they will be able to scope and quote your project easily, accurately and quickly to get your project underway.

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