

Job Details

Client

Project Budget

Product

Media

Deadline / Timing

Specs

Background (What has done before and how has it worked?)

Brand Proposition (What does the brand stand for?)

Target Audience (Be specific. It should include more than just socioeconomic groups. Why are these people the target? Do you have any insight or fresh information about why they want the product or use the product?)

Objectives (What does the client expect the communications to do?)

Proposition (What must the communications say? The proposition must persuade the audience that _____. It should be supported and have meaning, truth, and promise.)

Support (What facts exist to support your main message/proposition? How is that different from other brands?)

Tone (What is the brand character and personality that needs to be communicated? What is the mood and tone?)

Desired Response (What would you want the target to say? What do you want people to think or feel? Imagine a spontaneous quote.)

Mandatories (Practical considerations. Are there restrictions in media, timing constraints, or legal restrictions on what can or must be claimed? What specific calls to action are necessary to meet measurement requirements?)

For Events: Who, What, When, Where, Why.