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## The brief

Gwen Haberman  
**design & art direction**

gwen@habermancreative.com  
London +44 (0)7506 443 061  
New York +1 347 410 9645

The best briefs reflect your enthusiasm and passion for your brand, are relevant & true to your target audience as well as your product or service. They are also short, using simple, carefully chosen words.

This briefing document has been developed through many years of working with a wide variety of markets, client scenarios & experience ranges. It will guide you through the many aspects of your project and help you provide the details that will create the foundation and focus of the project.

Once approved and finalised, this brief can be used by every person involved on this project as a touchstone as they go about their roles and responsibilities for this brief.

Please set aside as much time needed to complete this brief in one sitting, with all the decision makers that will be involved in this project.

Once finalised, set it aside for a few days if you have time, and then read through it again.

**Experience is helpful**  
**Creativity is a process**  
**Pondering is efficient**  
**Curiosity is essential**

habermancreative.com

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# The team

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Date:

Company:

Project Name:

Project manager:

Quantity:

Additional stakeholders on this brief:  
(Please list all people included in the approval pyramid)

Delivery date:

What is driving this deadline?  
(a schedule will be supplied once the brief has been reviewed)

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# The brand

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## Who are we?

What is the mission statement of the brand distilled into one sentence?

What's the brand's tone of voice and personality?

What is the brand's ambition?

Why hasn't it achieved that ambition already?

What are other people doing to overcome these barriers?

How can this brief help?

How does this brief fit within this brand?

How does your clientele benefit from your services and by how much over your competition? Please rank your benefits in order of importance.

Are there any trade-offs by choosing you over your competition?  
(i.e. higher quality usually means higher price)

What do you want people to say about your brand?

Does what you want them to say align with how well the brand is actually performing?

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# The audience

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## Who are we doing this for?

Who are the different target groups within this brief, if more than one?  
List in order of importance:

What are key insights about them that you know of based on research of known behavior, attitude, demographic profile, motivation, lifestyle, expectations, etc.?

Are they already knowledgeable about the brand?

What do you want (each of) them to do?

What community do you want to engage with or create?

How are these people being influenced already?

What are their other cultural influences?

What analysis & feedback sources can you supply to support these statements?



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# The challenge

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## Why are we doing this?

What's the problem/opportunity that created the need for this project?

What is the business objective?

What is the marketing & communications objective?

What is the brand objective?

What barriers stand in the way of achieving any of these objectives?  
(list as many as possible please)

## What do we want to happen?

What result(s) does this brief hope to achieve?

What emotion does this brief anticipate in the audience as a result?

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# The strategy

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## How are we going to do this?

Why is this service or product relevant in today's world?

What are the audience debates? (what is going on in the lives of the audience, the things they are talking about, reading and watching which may remotely relate to this market)

Are any of the above audience debates brand barriers?  
(detract or negate the brand ideals)

Are any of the above audience debates brand champions?  
(beneficial for both brand and audience)

What is the tone of voice we are talking to our audience with?

What's the consumer or industry insight that would drive us to solve this brief differently?

How do we think this will get people talking about the brand?

If this is an intentional viewing (something a consumer chooses to interact with), what is the inciting incident or emotion?

Will this solution act in isolation? If not, where does it appear and what role does it play in the cycle of marketing & communications?

## Competition

How does your competition address/communicate this service or product?

How is this service or product different from the competition?



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# The reality

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## How, realistically, are we going to do this?

**Guidelines:** Please supply any brand guidelines along with the brief.

**Stakeholders:** If the project manager has additional stakeholders on this brief, please list all people included in the approval pyramid and what their goals are (if not the same). All stakeholders need to be aware that delays to the schedule proportionally reflect delays to the delivery date.

**Media planning budget:**

**Writing budget:**

**Photography budget:**

**Illustration budget:**

**Printing Budget:**

If you are printing something that is going to be used often or long term it is usually less expensive to print a large quantity at once. This will save you cost from a reprint.

**Storage budget:**

If printing en masse, do you have space to store the final delivery or will you be paying to have it stored externally?

**Per unit delivery budget:**

Will your project be mailed, picked up or hand delivered? Is there a unit cost for delivery you would like to stay within?

If special postal insignia needs to be used, who will be supplying it?

Is there anything else involving the handling and distribution of this piece that could effect this brief?

## Success

List key measurement points of how the success of this brief will be measured.

## Anything Else?

Is there anything else that you would like to make sure is considered?

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