

# Communications Brief

## Brand

**Vision**  
**Essence**  
**Personality**  
**Values**


## Objectives

**Business opportunity**  
**Marketing challenge**  
**Growth target**


## Communications

**Communication challenge**  
**Communication imperative**  
**Communication objective**  
**Consumer truth / key insight**


## Rationale

**Answer**  
**Proof**  
**Target response**


## Project

**Timing**  
**Budget**  
**KPIs**  
**Project leads**


# Communications Brief guide

\* SMART – Specific, measurable, actionable, realistic, timely

## Brand

<b>Vision</b>	State why your brand exists and/or it's end goal
<b>Essence</b>	Sum up your brand in no more than three words
<b>Personality</b>	Adjectives or statements that bring your brand to life
<b>Values</b>	Verbs or nouns that define your brand's behaviours

## Objectives

<b>Business opportunity</b>	What is the goal your are trying to achieve?
<b>Marketing challenge</b>	What is the role of marketing to deliver that goal?
<b>Growth target</b>	How will the goal be measured? Be SMART*

## Communications

<b>Communication challenge</b>	Give the context for consumers, competitors and the wider category. Keep it brief.
<b>Communication imperative</b>	If your communication can only do one thing, what is that? Help the creative team prioritise.
<b>Communication objective</b>	What is the goal for your communications and how will it be measured? Be SMART*
<b>Consumer truth / key insight</b>	What is the deep insight about the needs of consumers that can help generate creative ideas?

## Rationale

<b>Answer</b>	The product or consumer benefit from your brand positioning statement
<b>Proof</b>	The reason why and the reason to believe from your brand positioning statement
<b>Target response</b>	What change in attitude or behaviour does it need to drive?

## Project

<b>Timing</b>	Start with when the campaign needs to go live and work backward to when you expect the first response
<b>Budget</b>	Include the total budget and any relevant breakdowns e.g. production vs media costs
<b>KPIs</b>	Summarise the key performance indicators targets that will be used to evaluation the communication effectiveness
<b>Project leads</b>	Who is responsible for the project? And who makes the decisions?