

Client:		Date:	
Job Description:		Job No.:	

The aim of this Strategy Brief is to prompt the right questions in order to uncover opportunity areas that will help create a clear and strategic path forward to solving your marketing challenges. If you have any additional or supporting information you feel might be relevant please supply that along with this distilled brief to ensure we don't miss any useful information.

Company Background <i>(Who are they, what do they do and how do they do it)</i>

Data & Research <i>(Any research, reports, sales information and customer data that can inform decision making)</i>

Key Business Challenge <i>(What is the problem that we're trying to solve)</i>

Audience *(Who specifically are we talking to, what are their attitudes, behaviours and opportunities)*

Competitor Landscape *(Who are the competitors, how can we learn from them and out manoeuvre them)*

Product/Service Claims & Reasons to Believe *(What can we say that's unique and will shift behaviour)*

Key Measure *(What are we being measured on, KPI)*

Brand Codes, Personality & Positioning *(How should we be talking to the consumer)*

Executorial Considerations *(How will you reach and engage your target audience, media placements)*

Mandatories *(What must be included in the strategic response)*

Deliverables *(What strategic elements need to be produced)*

Timings

Approvals

CD		CSD		SD	
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