

OWNER OF THIS BRIEF: <Name>

YOUR BEST BRIEF EVER.

Good input leads to better output. Whether it's a new brand identity, a campaign, or something that doesn't have a name yet: with this form, we lay the foundation together.

We ask you to be open about what's going on, what you want to achieve, and where doubts remain. The more complete and honest you are, the better we can sense where the real question lies - and where your potential is.

We love looking for possibilities within impossibilities. And we do everything we can to make every yes-but a little smaller with a good what-if.

So: dare to think big, be sharp, and push the boundaries. We'll take care of the rest.



PS. Please complete this document as thoroughly as possible. If you're truly convinced that certain questions aren't relevant to your assignment, you may skip them.

1. BACKGROUND & CONTEXT

1A. What is the reason for this brief?
<i>What's happening within the organization, the market or society that makes this brief necessary?</i>

1B. Where does the brand / product / service stand now?
<i>How is it currently perceived, experienced or positioned? Or in which development phase is it?</i>

1C. What is your overall ambition?
<i>What do you want to achieve in its entirety; brand-wise, commercially, socially?</i>

1D. What vulnerabilities or developments are at play internally or externally?
<i>Where is there doubt, friction or pressure? In the brand, the offering or the market?</i>



2. ASSIGNMENT & OBJECTIVES

2A. Describe the brief in one clear sentence.

For example: "We need a (...) that achieves (...) among (...)"

2B. What are the tangible objectives?

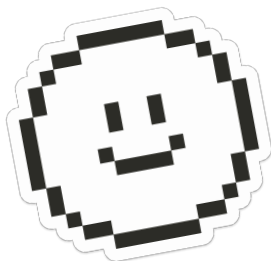
Quantitative and qualitative: what should this brief change or set in motion?

2C. What should the audience think, feel or do after this brief?

What is the desired impact on product perception, consumer behavior or brand experience?

2D. What output do you expect?

Think of: strategy, identity, concepts, campaigns and activations. Or a list of specific touchpoints and assets.



3. BRAND & POSITIONING

3A. What is your brand promise or core message; or what could it become?

What can be promised, and how is that promise delivered?

3B. Which brand values (or personality) are leading or could become this?

What should be felt in tone, behavior or form?

3C. Who are your competitors or reference brands?

What can we learn from them - or what can we differentiate ourselves against?



4. TARGET AUDIENCE(S)

4A. Who do you want to reach?

Primary and possibly secondary. Be specific. Support with data where possible and relevant.

4B. What do you know about their motivations, dreams or resistance?

What moves them, what do they believe in - or where do they disengage?

4C. What should we not assume about this target audience?

The nuances, prejudices, or internal discussions we need to know.



5. CREATIVE DIRECTION

5A. What should this work definitely be?

For example: accessible, outspoken or premium. Storytelling-driven or completely conversion-focused.

5B. And what should it absolutely not be?

Where's the friction? What feels off? What doesn't work for you?

5C. Are there inspirations or examples that help?

Campaigns, brands, styles that do or don't resonate.



6. PLANNING & PRACTICAL

6A. What is the desired timeline or deadline?
<i>Are there any hard deadlines (launch, trade show, event, media booking)?</i>

6B. What is the available budget or range?
<i>An indication helps in making realistic choices. Please specify as clearly as possible.</i>

6C. Are there any existing assets or frameworks we should take into account?
<i>For example: brand guidelines, tone of voice, or previous projects.</i>

6D. If this project were to go perfectly – what would happen?
<i>Internally, externally, in the short and long term.</i>