

Brief

1. Brand Snapshot

- Brand name
- Contact person (name & role)
- Phone / Email
- Key links (website, socials, brand assets)
- Brand history & milestones
- Core essence (tone, personality, main advantages)
- Key messages

2. Business & Marketing Goals

- What business objectives will marketing solve?
- Which tasks do you want me to handle?
- Primary KPIs (quantitative & qualitative)

3. Positioning & Communication Guardrails

- Desired market positioning
- Must-mention product or service features
- Elements never to associate with the brand
- Unique Selling Proposition (USP)

4. Competitive Landscape

- Main competitors (names + links)
- Your advantages vs. competitors
- Previous advertising tools used
- How will you measure campaign effectiveness?

5. Promotions, Budget & Timeline

- Planned promotions / events (with dates)

- Campaign budget
- Campaign timeline

6. Additional Notes

- Product specifics or FAQs
- Use of call-tracking, CRM, analytics setup

Client Avatar (Target Audience)

1. Core Demographics

- Geography, gender, age
- Separate profiles if several audiences

2. Detailed Persona Profile

- Gender split: % male / % female
- Age brackets: key age groups with percentage share
- Marital status & children
- Residence: city / region
- Occupation & income
- Education & social status

3. Motivations & Barriers

- Greatest dissatisfaction / “pain”
- Immediate tasks to solve now
- Fears or objections (general & product-specific)
- What annoys or disappoints them?
- Biggest dream linked to your offer
- Who makes / approves the purchase decision?
- Information sources they trust when choosing