

Comms Deliverable Brief

Project: *Title, billing code*

Project VIPs: *Who is the owner, who are the decision makers, anyone else who needs to be taken into consideration?*

Internal delivery date: *When comms delivers to you*

Deployment date: *When the product goes live/external/to your client*

Any special time considerations: *Holidays, project tie-ins, vacations*

Target Audience(s): *Who are we talking to?*

The Problem: *What challenge are we solving for?*

The Promise: *How are we going to solve this challenge?*

Desired Behavior/Goals: *How do we expect our audience to feel/react to our product? What are our metrics for success?*

Message and Tone: *What type of tone are you trying to strike? How do you want your audience to feel when they see your creative assets?*