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| **Client company / brand** | **Project**  | **Briefing date** |
| **Background leading to the brief** |
| **Purpose of the brief** |
| **Business objective and problem** |
| **Category and competitors***Which category are you in? Who are your key competitors?*  |
| **Target market and research available** |
| **Insights, issues and opportunities***For your brand, employer brand, business, CVP*  |
| **Strategy Alignment***What other strategies do we need to align with?* |
| **Deliverables** |
| **Stakeholder engagement***How is strategy perceived in your business? What is the best way to get it through?* |
| **Timing** |
| **Budget** |
| **Contacts** |