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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** | | |