## 1. The brief

Please ensure you read the full form before starting to complete (sounds like an exam doesn’t it!). This will help you to be concise in your answers and avoid repetition.

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| --- | --- |
| Client & brand | Company name, brand name & key client |
| Project | Example project name |
| Date | xx/xx/xx |
| Job number(s) | xxxxx |

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| What’s the job?A succinct, one line overview of what is required. |
| Copy here |
| Why are we doing this?What’s the client’s business challenge? Think about it in terms of desired output, outcomes and impact |
| Copy here |
| What’s the market like? Who are our competitors?What condition is the market in? Massive growth, heavy decline, etc.? Who’s the enemy and why? Pick out any key competitors and highlight any areas that are working strongly for them. Include relevant photos, charts or diagrams to illustrate key points. Consider, what Biomotive Triggers® are evident in the category e.g. calm or agitation? |
| Copy here |
| As a brand, what do we stand for?Is it easy to understand who am I, what am I, why am I relevant? What is my cause – reason for being. A simple statement that should be looked at from both an emotional and functional perspective. What are our values? What are our beliefs? What is our personality? How do we express ourselves visually or verbally or physically? What is our unique experience proposition (UXP)? |
| Copy here |
| What are the brand mandatories?Outline any key information here that is essential to adhering to the existing guidelines and fulfilling the brief. |
| Copy here |
| Where are we now?What are the equities that we can own, such as colours, shapes, logos, or a particular style of illustration, photography or language? |
| Copy here |
| Who are we talking to?Who’s the key consumer for this specific product/service? Paint a pen portrait that describes their lives, with key attributes and insights into their behaviour that are relevant to this specific brief. |
| Copy here |
| What do we want people to feel? What’s our desired outcome?How do we want our key consumer to feel as a result of our work? What do we want the emotional outtake of our work to be? |
| Copy here |
| What are the mandatory deliverables by stage? Give a simple overview of what’s required, making sure you include what the client is expecting to see. Be explicit at each stage where key deliverables are required. |
| Copy here |
| TimingsGive a breakdown of the key times and dates for people’s diaries, either driven internally by Elmwood or externally by the client or market. Are we working to a proposed launch date? If so, what is it? We should also include how many hours or days have been budgeted for at each stage. |
| Copy here |
| What does success look like?How are we going to measure the effectiveness of our work? What are the top-line business, marketing and design objectives for our client’s business? Keep them SMART (Specific, Measurable, Achievable, Relevant, Time-bound). |
| Copy here |
| The teamOutline the full team responsible for the delivery of this work. List everyone involved from Elmwood and their job title. Who are the key contacts client-side? |

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| --- | --- | --- |
| Elmwood team |  | Client team |
| Name – job title |  | Name – job title |

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| Do we have the client’s permission to publish a case study on our website? Can we issue a press release? Or enter awards?It’s important that we know this from the off, as this will affect the level of time investment we need to make in putting together case studies, etc. and will inform the awards and PR pipeline. |
| Yes  No  Expand here… |