



Brief

☐ Contact : Who are the people involved in this project ?

☐ What is the deadline ?

☐ What is your budget ?

☐ *How are we going to make it happen ?*

☐ What supports and communication channels are considered ?

☐ *Let's capture the essence of your project*

☐ How would you describe what you are undertaking ?

☐ Your added value : What keywords characterize it and make it unique ?

☐ What is the communication objective that follows from your marketing objective ?

☐ Tone of voice / creative tone : Who are your communication targets ?

