**PROJECT NAME:**

|  |  |  |  |
| --- | --- | --- | --- |
| |  |  |  | | --- | --- | --- | | DEPARTMENT:  BRIEF REVIEW DATE:  KICKOFF DATE: | WORKING TEAM  Project Lead:  Writer:  UX:  Design:  Video:  Paid:  Dev:  SEO:  PM: | DRIVER + APPROVERS | |

|  |  |
| --- | --- |
| **PROJECT SNAPSHOT** | |
| **PURPOSE** |  |
| **COMMUNICATION GOAL** |  |
| **BUSINESS GOAL** |  |
| **AUDIENCE(S)** |  |
| **KEY AUDIENCE INSIGHT** |  |
| **(GAS MOMENT – GIVE A S\*\*\*)** |  |
| **DELIVERABLES** |  |
| **TIMING** |  |

* **FULL BRIEF —**

**PURPOSE:** *WHAT ARE WE DOING AND WHY? WHAT ARE YOUR GOALS + OBJECTIVES?*

**ASSET CREATION & DISTRIBUTION:** *WHAT ARE WE MAKING? WHERE IS IT GOING?*

**TIMELINE:** *WHAT IS DRIVING THIS? WHAT ARE THE MILESTONES?*

ESTIMATED MILESTONES: *(IMC can you help fill this out)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| DISCOVER | DEFINE | DESIGN | DELIVER | DATA /REPORT | DEBRIEF |
|  |  |  |  |  |  |

**AUDIENCE:** *WHO ARE OUR AUDIENCE(S)? WHAT INSIGHTS DO YOU HAVE ABOUT THEM?*

**CHALLENGES:** *WHAT ARE BARRIERS TO SUCCESS?*

**MESSAGING:** *WHAT ARE YOUR KEY MESSSAGE POINTS?*

**KPIs & MEASUREMENT:** *WHAT ARE OUR SUCCESS METRICS?*

**BUDGET:** *WHAT IS YOUR BUDGET / CHARTSTRING?*

**DACI ROLES & RESPONSIBILITIES**

*DRIVER*

|  |  |  |
| --- | --- | --- |
| **NAME** | **ACTIVITY** | **MEETINGS** |
|  |  |  |

*APPROVERS*

|  |  |  |
| --- | --- | --- |
| **NAME** | **ACTIVITY** | **MEETINGS** |
|  |  |  |

*CONTRIBUTORS*

|  |  |  |
| --- | --- | --- |
| **NAME** | **ACTIVITY** | **MEETINGS** |
|  |  |  |

*INFORM*

|  |  |  |
| --- | --- | --- |
| **NAME** | **ACTIVITY** | **MEETINGS** |
|  |  |  |

NOTES: *(Any additional info on roles/responsibilities?)*

APPENDIX: (*Please provide links to supporting documents, research, past creative deliverables, current creative assets, decks, etc. or note that additional attachments are forthcoming with expected inclusion date*.)