**PROJECT NAME:**

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

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| **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)*

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| 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*

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

*APPROVERS*

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

*CONTRIBUTORS*

|  |  |  |
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| **NAME** | **ACTIVITY** | **MEETINGS** |
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*INFORM*

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| **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*.)