Agency Brief

Project title: Insert text (max. 100 characters)

Client: Insert text (max. 100 characters)

Industry:  B2B  B2B

1. CONTEXT
   1. **Initial situation.**

Current market position:

Insert text (max. 3000 characters)

Main challenges:

1. Insert text (max. 150 characters)
2. Insert text (max. 150 characters)
3. Insert text (max. 150 characters)

Measures taken so far:

Insert text (max. 300 characters)

Unique Selling Proposition (USP) / Unique Value Proposition (UVP):

Insert text (max. 150 characters)

* 1. **Project objective.**

|  |  |  |  |
| --- | --- | --- | --- |
| Goals | Current value | Target | Time frame |
| 1. Insert text (max. 150 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) |
| 1. Insert text (max. 150 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) |
| 1. Insert text (max. 150 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) |

**1.3 KPIs.**

website traffic

conversion rate

leads/inquiries

sales

Social Media Engagement

Other: Insert text (max. 80 characters)

1. TARGET GROUPS /Buyer Personas
   1. **Primary target group.**

Demographics:

Age:  18-30  31-50  51+

Income:  low  medium  high

Region:  local  national  international

Psychographic features:

Insert text (max. 150 characters)

Buying behavior:

Insert text (max. 150 characters)

Pain points:

1. Insert text (max. 150 characters)

2. Insert text (max. 150 characters)

3. Insert text (max. 150 characters)

* 1. **Secondary target group.**

Demographics:

Age:  18-30  31-50  51+

Income:  low  medium  high

Region:  local  national  international

Psychographic features:

Insert text (max. 300 characters)

Buying:

Insert text (max. 300 characters)

Pain points:

1. Insert text (max. 300 characters)

2. Insert text (max. 300 characters)

3. Insert text (max. 300 characters)

1. MESSAGES

Main message up to three secondary messages.

Main message:

1. Insert text (max. 100 characters)

Side messages:

1. Insert text (max. 100 characters)

2. Insert text (max. 100 characters)

3. Insert text (max. 100 characters)

1. PROJECT SCOPE
   1. **Deliverables.**

1. Insert text (max. 150 characters)

2. Insert text (max. 150 characters)

3. Insert text (max. 150 characters)

List more if needed

* 1. **Exclusion criteria.**

1. Insert text (max. 150 characters)

2. Insert text (max. 150 characters)

3. Insert text (max. 150 characters)

1. BRAND GUIDELINES
   1. Brand essence.

Core values:

1. Insert text (max. 150 characters)

2. Insert text (max. 150 characters)

3. Insert text (max. 150 characters)

Tonality:

Formal  Humorous

Relaxed  Direct

Professional  Personal

Emotional  Distant

Design Specifications.

Corporate Design Manual (please provide link or attachment)

Logos (please provide link or attachment)

Colors (please provide codes, link or attachment)

Typography (please provide font names, link or attachment)

1. PROJECT ORGANIZATION
   1. Team & Responsibilities.

|  |  |  |  |
| --- | --- | --- | --- |
| Role | Name | Contact | Field of responsibility |
| Project lead | Insert name | Insert email | Insert info |
| Department | Insert name | Insert email | Insert info |
| Agency | Insert name | Insert email | Insert info |

* 1. **Schedule.**

|  |  |
| --- | --- |
| Milestones | Date |
| Client briefing | DD/MM/YYYYY |
| Reverse briefing/Signature of adjusted briefing (Agency/Client) | DD/MM/YYYYY |
| Insert Milestone (max 40 characters) | DD/MM/YYYYY |
| Insert Milestone (max 40 characters) | DD/MM/YYYYY |
| Insert Milestone (max 40 characters) | DD/MM/YYYYY |
| Insert Milestone (max 40 characters) | DD/MM/YYYYY |
| Insert Milestone (max 40 characters) | DD/MM/YYYYY |
| Insert Milestone (max 40 characters) | DD/MM/YYYYY |
| Insert Milestone (max 40 characters) | DD/MM/YYYYY |
| Project end date: | DD/MM/YYYYY |

* 1. **Budget.**

Agency: Currency 0.00

Production: Currency 0.00

Media: Currency 0.00

Total: Currency 0.00

1. LEGAL REQUIREMENTS

Privacy:

Insert text (max. 500 characters)

Compliance:

Insert text (max. 500 characters)

Industry-specific requirements:

Insert text (max. 500 characters)

1. APPENDIX

Buyer Personas

competitive analysis

marketing materials

Technical Specifications

Other relevant documents: Insert text

Signature Client: Insert Name Signature Contractor: Insert Name