

A Briefing Prompt List

I. Context and Intentions

WHY are we doing this?

(i) Looking back: BECAUSE... What exactly has triggered this? Why now?

(ii) Looking forward: SO THAT... What happens/Who does what? What'll be the best measures of success, say, a year from now? And what outcomes to be avoided?

WHEN is it needed by? And what's driving the timing?

II. Key Insights

A for Audience

Who are we talking to? Can you carve them into three (psychographic) archetypes? What are their pain points, desires, needs, fears and expectations?

B for Brand

What is it that you – as a brand – want to be famous for being/doing/having?

C for Context

How do you compare with the rest? What really sets you apart?
What is the bigger and/or untold story that no-one else is telling?

D for Deliverable

What do you really offer your customers/clients? What's the 'before' and 'after' for them?
Where do you take them 'from' and 'to'?

E for Experience

Imagine the path whereby someone goes from being a prospect to a brand advocate. It's a step-by-step process where you: attract – engage – enrol – serve – and grow your customers/clients. At which point(s) on the path do you most seek a breakthrough with this brief?

III. The (Envisaged) Ideas/Solution

- (1) **The method** (Ad, leaflet or mailing etc? Fixed or open? Media info?)
- (2) **The substance** (Primary messages – best evidence – call to action)
- (3) **The comms context** (What other comms should we point to/be mindful of?)
- (4) **The mandatories etc** (Logo? Legal wording? Compliance issues?)
- (5) **Other thoughts** (Issues, insights and challenges not covered elsewhere)