

Content Brief

Client:	
Title of project:	
Budget for project:	
Start date:	
End date:	
DELIVERABLES	
<i>What do you expect to receive by the deadline?</i>	
AIMS & OBJECTIVES	
<i>Why is this piece of work necessary?</i>	
<i>What do you want to achieve?</i>	
<i>How will you measure success?</i>	
TARGET AUDIENCE	
<i>Who is the content aimed at?</i>	
<i>What do you want your audience to do after reading the content?</i>	
COMPETITION	
<i>Who are your three main competitors?</i>	
<i>What are they doing better / differently to you?</i>	
USP & KEY MESSAGE	
<i>What is typically your customers' biggest problem?</i>	
<i>How does your product or service solve this problem? Please share your main selling points.</i>	
<i>What's the single most important message to communicate?</i>	
LANGUAGE: STYLE & TONE	
<i>Do you use UK or US English?</i>	
<i>Is there any industry specific jargon/terminology your audience needs to be educated about?</i>	
<i>Do you have any brand voice or style guidelines? If YES, please skip to the next section.</i>	
<i>How would you describe the tone you're looking for?</i>	
<i>Are there any companies / competitors whose brand voice you particularly admire?</i>	
EXISTING CONTENT & ASSETS	
<i>Please link to any existing web pages, brochures, slide decks or other branded material that should inform the new copy.</i>	