

Brand Awareness Brief

1. Project Overview

Objective

What is the main goal for this brand awareness campaign?

Background/Context

Briefly describe the brand and relevant market context.

2. Brand Information

Brand Values & Personality

Describe the brand's values, tone, and personality.

Key Messages

List the key messages to communicate.

Brands Assets

Available assets (logo files, brand guide, imagery, etc.)

3. Audience

Primary Audience

Who is the main target audience? (demographics, psychographics, location)

Secondary Audience

Other relevant audiences, if any.

4. Competitive Landscape

Key Competitors

List primary competitors and notable campaigns.

Differentiators

How does this brand stand out in the market?

5. Deliverables

Specify required deliverables (e.g., campaign assets, media plans, reports, etc.)

6. Collaboration Details

Participating Agencies & Roles

List collaborating agencies and responsibilities.

Collaboration Process

How will agencies coordinate? What tools/meetings will be used?

7. Timeline & Budget

Key Dates & Milestones

Important dates, phases, and deadlines.

Budget

Budget allocation and guidelines.

8. Measurement & KPIs

How will success be measured? List relevant KPIs.

9. Approval & Contacts

Approval Team

Who is responsible for final approvals?

Main Contacts

Key point of contacts and contact details.

**This brief is a starting point for agency collaboration. Please expand as needed for your project.*