

Rebranding Advertising Brief

Project Title

Date

Prepared By

1. Background

Company Overview

Current Brand Situation

Reasons for Rebranding

2. Objectives

Key Goals of Rebranding

KPI/Measures of Success

3. Target Audience

Primary Audience Profile

Secondary Audience (if any)

4. Brand Positioning

New Brand Essence/Positioning Statement

Key Brand Attributes

5. Creative Mandatories & Considerations

Required Elements (e.g., logo, tagline, colors)

Tone & Manner

Legal or Compliance Notes

6. Deliverables

7. Timeline

Key Dates & Milestones

8. Budget

9. Approval Process & Contacts

Stakeholders & Main Contacts

Approval Stages
