

Brand Activation Event Brief

PROJECT OVERVIEW

[Brief summary of the brand activation event, objectives, and expected outcome]

CLIENT

[Client Name]

BRAND

[Brand Name]

EVENT DETAILS

- **Date:** [Event Date]
- **Time:** [Start Time - End Time]
- **Venue/Location:** [Event Venue]
- **Target Audience:** [Audience Description]
- **Expected Attendance:** [Number]

OBJECTIVES

- [Objective 1]
- [Objective 2]
- [Objective 3]

KEY MESSAGES

- [Message 1]
- [Message 2]

EVENT ACTIVITIES

- [Activity 1 Description]
- [Activity 2 Description]
- [Activity 3 Description]

DELIVERABLES

- [Deliverable 1]
- [Deliverable 2]

BUDGET

[Overall Budget Estimate]

TIMELINES

- **Brief Approval:** [Date]
- **Event Preparation Start:** [Date]
- **Event Date:** [Date]
- **Debrief/Post-event Report:** [Date]

CONTACT INFORMATION

- **Client Contact:** [Name, Email, Phone]
- **Agency Contact:** [Name, Email, Phone]

