COMMUNICATIONS BRIEF

*This brief should guide all brand communications and advertising/promotional efforts.

Why are we communicating?

Whom are we talking to?

What do they currently think?

What would we like them to think?

What is the single most persuasive idea we can convey?

Why should they believe it?

Are there any creative guidelines or marketing ideas? Personality, (colors we like/dislike, formal/casual)
1.
2.
3.