

## COMMUNICATIONS BRIEF

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

*Why are we communicating?*

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*Whom are we talking to?*

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*What do they currently think?*

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*What would we like them to think?*

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*What is the single most persuasive idea we can convey?*

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*Why should they believe it?*

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

1.

2.

3.