

# Reverse Brief



**Project:** Project title here

**Client:** Client name here

**Brand(s):** Brand

**Product(s) or service(s):** Product

**Agency:** Agency

**Prepared by:** Agency contact name

**Date:** Date

To read, then delete

The reverse brief should clarify your client's requirements. Include your interpretation of the deliverables, scope, timeframes and costs. Use your client's language.

## THE BRAND

What is the brand's agenda and its point of view on life?

What is the brand's tone of voice and personality?

## THE CHALLENGE

What is the problem or opportunity?

Primary objective:

Secondary objective:

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**Who are we talking to?** Demographics and psychographics.

*(e.g. Who are the customers? Why do they need this product or service? What do we know about them? How do they feel? What do they like? What motivates them?)*

**What does the target market currently think about our sector and our brand?**

Focus on target perceptions rather than reality.

## THE STRATEGY

**What do we want the target market to think?**

What single thought do we want them to take out of our communication?

**What do we want them to do?** (e.g. Enquire, visit, buy, change their behaviour?)

**What is the single most important proposition?**

Ideally, use only one word or a short phrase (underline the key word).

**Why should they believe it?** Briefly list the benefits, research, etc.

**What is the offer?** What is the special deal for responding now?

## THE PRACTICAL CONSIDERATIONS

**Mandatories:** What are the absolute must-haves?

**Creative guidelines:** What would be smart to include?

**What do we need to deliver?** (e.g. Poster, leaflet, website, etc.), and to what level of completion?

**Timeline:** Briefly list the internal and external timing requirements.

**Restrictions:** (e.g. Budget, logistics, process, etc.)