



# How to: Write an effective brief for your next marketing/design project

- Do you know what you want your next marketing or design project to achieve?
- Do you want to know the most effective way to explain it to the team who will be working on it?

Our years of experience producing effective marketing and fundraising materials for our clients have enabled us to develop helpful processes for briefing a team and producing creative work that meets (and in many cases exceeds) requirements.

Having a clear template for a written brief is a great help when sharing details of projects with team members because it can:

- 1) Reduce time taken to explain a project to those who will be working on it
- 2) Set very clear goals and expectations of the piece of work
- 3) Provide useful background knowledge to a project
- 4) Lead to increased understanding of the project/intended outcomes
- 5) Reduce the length of time a project takes to reach completion (as fewer amends are necessary)

We have therefore produced the following template (over the page) which we hope you will find useful when planning your next marketing or design project.

To ensure accuracy when briefing a project it is also helpful to remember the following top tips:

- 1) Be concise
- 2) Only include relevant information
- 3) Don't use jargon words (or explain any jargon words you do have to use)
- 4) Deliver your brief in person if possible

## GENERAL SUMMARY

<b>Project Title</b>	
<b>Your Contact Details</b>	
<b>Date</b>	
<b>Schedule / Key dates</b>	

### Project Overview

### Background Information

### Competitors / Similar Service Providers

## SPECIFIC DETAILS OF THIS PIECE OF WORK

### Purpose

### Objective(s)

### Challenges

### Audience & Data Selection

## Key Messages & Proposition

## Content

Please supply any information about your content / copy / information to be included, including any stories and facts.

### Copy

### Images

## Deliverables / Format

## Functions of Website / App (if applicable)

## Likes & Dislikes

## Anything Else?

## BRAND AND STYLE

<b>Do you have Brand Guidelines?</b> (and if so, where can they be found?)	
<b>Logos</b>	
<b>Fonts</b>	
<b>Tone &amp; Style</b>	

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