

Strategic Brief

Name of the product/service: _____

1. Who is the target audience?
2. What do we want the target audience to believe?
(You can make more money; you can save money; you can save time; you can be more secure; you can have a specific problem solved or a pain point removed.)
3. What is the primary message?
4. What is, if any, the secondary message?
5. What ultra specific data points or facts can support these messages?
6. What is the product's unique selling proposition that differentiates it from its competition?
7. What are the target audience's pain points? How can the product solve these problems?
8. What provides the sense of urgency that will have the target market act now?
9. What specific call-to-action do we want the target audience to take?
("Call XXX-XXX-XXXX to learn more", "Visit XXX.com for more information", "Click here to order", "Fill out the form below to schedule a consultation", etc.)
10. What additional information, content, references, competitive information, etc. can support this project?
11. What media vehicle is appropriate to best target the demographic?
12. List any restrictions and/or constraints associated with this project
(Example: this publication only accepts black/white ads; there's only \$5,000 in budget for this premium giveaway; partner logo must be used and in equal size to the client's logo; requires translation to Spanish, etc.).

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