

DIVISION OF LABOR

PROJECT BRIEFING DOCUMENT

Fill out this doc and we can give you an idea of what our services might cost and how long the project might take.

PROJECT BACKGROUND

Tell us about your company, brand or product. A brief history; How did it start? What products do you make? What makes them better than competitors? Any good founder stories?

PROBLEM TO OVERCOME

Tell us what problem the company, brand or product is facing. What keeps you up at night? Have sales slowed? Is awareness not there? Are competitors growing? Is there a market misperception that needs fixing? Are you sick of seeing your competitors' ads and it's time to do something?



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WHAT IS THE ASSIGNMENT

What do you want us to help you with? Launch a brand or a new product? Develop a brand strategy? Create new content? Develop a creative campaign?

DELIVERABLES

What will we ultimately give you? If you have specific deliverables in mind, please write them down. If you're not sure, check all that might apply.

- Brand Strategy
- Brand Book
- Brand Identity
- Creative Campaign Development
- Creative Design
- Copywriting / Tone of Voice
- Video Creation and Production
- Campaign Activation and Execution
- Content Creation (Brand Assets, Photography, Video etc.)
- Case Study Videos
- Media Planning
- Media Buying
- Social Media Planning
- Social Media Content Creation
- Primary Research
- Strategy Workshop
- Website Development
- Sales Support Materials
- Event Design (Trade Show Booths, etc.)
- Other please list



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COMPETITORS

Who do you see as your major competitors? Other companies, brands, products, categories or even mindsets, attitudes, behaviors or knowledge.

PROJECT TIMING

Tell us when the deliverables need to be finished, your ideal start date, and any other pertinent timing or scheduling details.

PROJECT BUDGET

Please tell us the rough overall project budget range for this project including research, strategy, creative development, production, results tracking and overall project management

- Less than \$50,000
- \$50,000 - \$100,000
- \$100,000 - \$250,000
- \$250,000 - \$500,000
- \$500,000 - \$1,000,000
- \$1,000,000 - \$2,000,000
- More than \$2,000,000



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MEDIA BUDGET

Please tell us your rough overall media budget range for the year including paid media activity like; social, digital, streaming, broadcast, outdoor, audio, print, PPC, performance marketing, etc. (This does not have to be media dollars spent with us, but it gives us an idea of how much work you do in a given year.)

- Less than \$50,000
- \$50,000 - \$100,000
- \$100,000 - \$250,000
- \$250,000 - \$500,000
- \$500,000 - \$1,000,000
- \$1,000,000 - \$2,000,000
- \$2,000,000 - \$4,000,000
- \$4,000,000 - \$8,000,000
- \$8,000,000 - \$10,000,000
- More than \$10,000,000

WHAT DO YOU HOPE TO ACHIEVE?

Please tell us the ultimate goals; increased brand awareness, increased product awareness, increased website traffic, increased leads, increased sales, increased market share, world domination, stress-free night sleep, etc.



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INTERNAL RESOURCES

What internal marketing capabilities does the company have and how big is the internal marketing team? Please check all internal resources that apply:

- Design
- Social Media
- Content Creation
- Creative Development
- Copywriting
- Strategic Development
- Research
- Media Planning and Buying
- Web Development
- UX
- Photography
- Video
- Project Management
- 1 - 5 people
- 5 - 10 people
- 10 - 20 people
- Greater than 20 people

LEARN MORE

Any links to reading materials, videos or folders that contain more information.

