

HIGH-LEVEL BRIEF OUTLINE

Background information

- About the company
- Values
- Tone of voice
- Scheme
- Current priorities and vision

Campaign thinking

- Outline of desired campaign
- Context
- Challenges and obstacles
- Previous campaign information
- Early ideas and channels
- Goals and objectives
- Digital/Paper/both
- Fun/serious/formal

Scope of work

- Customer size and available high level data
- Specific requirements for proposal/pitch
- Stakeholders
- Timelines
- Budget range
- Pitch process and timescales