

Client		Date taken	
PPS		Date written	
Job name		Date briefed	
Job no		Date to client	
Budget	<i>[Be realistic. And unapologetic. It is what it is.]</i>	Hours needed	<i>[Be realistic. And unapologetic. It is what it is.]</i>

In regard to this product, process, or service, I have: *[you may be asked to show your work]*

Learned <i>[Signature]</i> <i>[Not only the core, but the periphery? Google doesn't count (much). Dive deep; it will pay dividends later (and now).]</i>	Looked <i>[Signature]</i> <i>[Have you observed behaviour in context? Without interfering? (Schrödinger's cat aside)]</i>	Asked <i>[Signature]</i> <i>[The client? Twice? All departments? Your mum? In all seriousness ask the client the story of the problem: Make sure they start waaaaaay earlier than they think necessary, and carry on loooooong after they think they're finished. You may find the problem isn't what they think it is. And that's worth a lot - to everyone.]</i>	Tried <i>[Signature]</i> <i>[Did you climb stairs in heels? Use a phone wearing Gloves? Use it properly - get an empathetic understanding.]</i>
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What is this brief for?

[Clearly and concisely explain what this initiative is about. If there is an interesting, inspiring fact about the assignment, or the product, process, or service share it here. The two important words are 'clearly' and 'concisely'. Clear?]

What is our challenge?

[This statement expresses what it is to be transformed by the communication. It is future thinking and provocative. Make it short, scary, and powerful - like 'Man on the moon', or 'Hear your parent's laughter'. Or, if your target is Einstein, 'wear different clothes today' (do remember the context of assignment). Think, think some more, and then start with a juicy verb. Don't write a business objective - that goes at the end.]

Who are we talking to?

[Put yourself in the shoes of the people we are talking to. What do we know about them that will be useful? Be specific. Don't simply write a description - prove you know them. Tell a story, paint a portrait. What do they think and do? What do you want them to think and do? What's the main issue to overcome? Do you know someone like this target? Don't simply copy and paste everything you know into here - if a machine could do this section, why would we need you? You make the difference.]

Where and when can we engage?

[Reaching people means talking to them when they're in a sympathetic frame of mind. Think about their total time, both public and private: Year, Month, Week, Day, Hour, Minute. If anything that looks like a media schedule creeps in here, take it out. No 'ifs', no 'buts'. Out.]

The fresh and inventive way(s) in to this challenge are:

[Think of these as thought-starters. There is always more than one way-in to the challenge. Think about benefits, end benefits, emotional benefits, reasons to believe the benefit - the character, the equity, and consumer insights. Find the deep reservoirs in this opportunity and highlight them.]

The qualities of the product, process, or service that will help us meet this challenge are:

[Pack some punch. Use the part of the PPS that validates the advertising effort. Remember that drones copy 'n' paste default positioning statements and use words like 'warm, modern, honest' - who doesn't want to be? If it's a brand that exists, then simply highlight the part(s) of the brand that are relevant for this brief. If we're building a brand, then describe the attributes that deliver the story.]

The Idea is:

[When the job is finished, write the idea that this brief inspired. An idea is valuable, transformational and awe inspiring. Treat it with care.]

In the final analysis, we want this piece to be remembered for:

[Oddly, the thinking process should start here. Ask yourself 'why are we doing this?' Describe what business effect we're trying to achieve. And you MUST link this back to the Challenge - if you can't do that, you haven't got a brief. Know that a 'business effect' is defined, and measured, by fact. Fact, fact, fact. Numbers. Measureable outcomes. Not 'we want to be great'. More 'we want to be no1', or no2, or no196. Be honest.]

This is Mandatory:

[If this is blank, you're doing well. If this starts looking like a shopping list, step away from the brief - no one needs that type of input. In fact, a shopping list would probably be more effective in that instance: Carrots; Peas; Oven Chips; Shampoo and Conditioner... come back when you're fresh.]

Any other business:

[Praise, criticism, caution, competition. Maybe there's an opinion on the tonality. Don't get blank-space fever - braver to say nothing, than to babble. This brief is all about helping people to think - extend yourself the same courtesy at least.]

Sign offs	<i>[DP: Signature]</i>	<i>[ECD/CD: Signature]</i>	<i>[AD: Signature]</i>
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