

Tactical communications brief

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This document is a checklist to help focus the customer marcom team and the agency in a specific project. It helps the startup process and best apply to limited projects spanning from a new ad or brochure to a focused campaign in areas/markets well known.

1. Background:

Describe the background to the project, what are your reasons for wanting to communicate?

Objectives for this project:

Fill in prioritized order

2. Target audience:

Describe your target group/s and personas as closely as you can. Who decides? Who influences?

3. Desired effect on the audience:

How do you want to influence the target group's attitude, knowledge and behavior? What are the desired effects the communication should create?

4. Main message:

What is the single most important overall message you want to send to the audience?

5. Supporting arguments/evidence for the message:

What are the key benefits you are offering the target group/s? I.e. "what's in it for the customer?" – and not only product features.

6. Markets:

Which geographic markets are affected?
Is it a regional/global project?

7. Challenges:

What are the biggest challenges in reaching your objectives? Eg lack of knowledge in the market, finding the right communication channels, competing products, etc.

8. Constraints/obligations/other things to consider:

Anything specific that is important for this project?

9. Communication need:

What channels/units do we need
(Language versions?)

10. Time plan:

General or in detail.

11. Quotation/Budget:

Are fixed quotation or budget proposal needed?
Is there already a budget frame?



Turning riddles into results

Sfinx is a business-to-business (B2B) agency built on decades of experience solving complex client challenges. We work strategically and creatively, nearly always targeting international markets. Our offering comprises the full marketing spectrum of analysis, planning, execution and follow-up.

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