

Project Name:

Date Due:

OVERVIEW

Assignment: *Describe the overall project.*

Goals: *What are you trying to achieve with this project?*

Project Budget: *What monetary, time and talent resources are available?*

Platforms: *What digital platforms will you prioritize for this project?*

Deliverables: *What are the final project outputs?*

KPIs: *How will you measure results?*

RESEARCH

Brand Values: *What are the essential brand values you must convey to customers?*

Key Messages: *What brand messages need to be conveyed?*

Sales Stage: *What buyer's journey stage are you addressing (awareness, consideration, decision)? What questions are customers asking at this stage?*

Audience: *What are the relevant traits, needs and behaviors of the customers you will reach with this project?*

Relevant Audience Pain Points: *What specific issues affecting customers can your brand address?*

Cultural Tension/Societal Trends: *What relevant issues are affecting the customer, brand and industry economically and culturally? What's going on now and what is emerging that will affect the future?*

INSIGHT *Distill your audience's needs and behaviors as well as pain points and trends into a single statement that will act as a guiding light for project ideation.*