

Tips on Briefing

The quality and success of any project can be influenced by the quality of the brief in the first place.

At the beginning of any project, whether it's your business plan or your website, you might find it useful to use the following framework.

Note: it is only a framework! You might want to add important points of your own – or leave out others that aren't relevant for you.

Background

The company history.

Your product/s or service/s

- List the features and benefits, competitive advantages and any particularly striking points as well.
- Is it a new product or does it have a history? If so – what?

Your target market

- Who are they?
- Are they 'consumers' or 'business'? (A quick pen portrait of a typical customer can be useful giving age, sex, education etc).
- Where do they live or what industry are they in?
- Are there any 'key influences' we should be aware of? For instance their doctor or a business association they might belong to.
- Do you have any formal market research to back this up or is it an educated guess?

If you have an existing product or service how have you reached your target market in the past?

- Media or promotional tactics used.
- Your pricing strategy.
- Where will you position your product or service in \$\$ terms. Budget, commodity, or premium price?

Who are your competitors?

- Number, size, similarity to your product/service.
Note: a 'competitor' could be in a different category altogether. For instance, if you have a beauty product you could be competing for the \$ against other discretionary items like accessories or a massage.

The issue

- What is the nature of the particular situation that you want to address? For instance, is a competitor about to launch a bigger / better version of their product?
- Have sales dropped in the last year etc?

The project you want to brief us on

What do you want to achieve? Set out objectives clearly.

- They may be business objectives ('We want to sell xx units') in which case quantify them where you can.
- They may be marketing objectives ('We want to capture x% of the market – an increase of x% over our current share').
- Or they may be 'emotional' ('We want our customers to feel good about buying our product for their dog').

At this stage you might be quite clear on what you need – for instance, a brochure or a website. Or you may want to discuss the options. Either is fine with us!

Is there anyone / anything that might influence the final execution of the project (positively or negatively) and in what way?

- For instance, if you are manufacturing in China are production schedules likely to change?
- Do you have to have the sign-off from a business partner?
- How long do you have to achieve a result?
- If you have set specific objectives is the timing realistic?

What is your budget for the project?

- Is it realistic in terms of the objectives you have and the timing?

Once you're satisfied with your framework send it to us – or call us in. If you already know what you want we can probably give you an idea on the cost and timing then and there. If not we'll discuss the opportunities with you in the context of your budget and timing.

Once that's agreed we'll start work!

