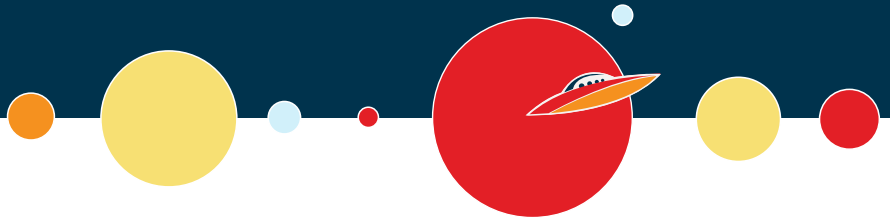
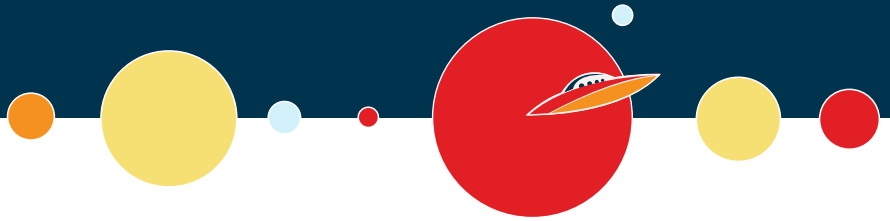


Brief



Date:	Job Number:
Project:	
Background Info: Where are we now? Brand / Company insights, Category insights, Market overview, Competitor Activity	
Job Task:	
Job Description and Deliverables: Product, size, quantities	
Marketing and business objectives:	
Media Market:	
Budget:	
Target Audience:	
Insights:	

Brief



Key Consumer Benefit:	
Key Consumer Message(s):	
What do we want our customers to feel?	
What do we want them to do?	
What is the response pathway?	
What tracking methodologies are we using?	
Mandatories:	
Timings:	
Special Instructions	