



Rod Ebright Communications & Marketing

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imagine, engage, inspire

The Project Brief

Project Description

The nature of the project

Background

Relevant history

Situation Analysis

S.W.O.T. – Strengths, weaknesses, opportunities, threats

Objective

Expected result of the marketing/communications/outreach effort

Unique Traits

Points of differentiation (from similar products/services/offerings)

Restrains and Limitations

Brand characteristics, legal restrictions, size, budget, deadline and such

Creative Opportunity

Conditions for marketing the product or service

Conditions of the offer

Creative Role

What form the marketing/communications/outreach effort will take

What this effort should accomplish

Additional key considerations to apply in thinking of this effort

Consumer Background

The audience/recipient (primary and, if applicable, secondary)

Desired Responses

What you want the reaction/response of your target audience to be

Response Deliverables

The core benefits, the most meaningful aspects (to your audience), of your offering