



# **ENORMOUSLY AWESOME BRIEFING SHEET**

**TO MAKE THIS PROJECT  
THE BEST ONE EVER**

**awemous**

MAKING YOU AND YOUR BUSINESS ENORMOUSLY AWESOME

# THE PROBLEM

A BRIEF DESCRIPTION OF WHAT'S GOING WRONG, WHAT'S HAPPENING OR WHAT YOU'D LIKE TO ACHIEVE. EG. WE NEED MORE SALES OR PRODUCT X IS STRUGGLING IN THE MARKET BECAUSE NO-ONE KNOWS ABOUT IT.

# THE AUDIENCE

WHO ARE WE TALKING TO? BUSINESS TO BUSINESS OR CONSUMERS? PEOPLE IN BIRMINGHAM OR SCOTLAND? OLD OR YOUNG? MEN OR WOMEN? EVERYONE?!

# THE USP

USP IS YOUR UNIQUE SELLING POINT. WHAT EXACTLY IS AMAZING AND DIFFERENT ABOUT YOUR PRODUCT OR SERVICE FROM EVERYONE ELSE'S? ARE YOU MORE LOCAL, CHEAPER, FASTER, STRONGER, AVAILABLE IN MORE COLOURS, BETTER LOOKING? ANYTHING THAT SETS YOU APART IN THE EYES OF A CONSUMER DIFFERENTIATES YOU. THERE'S ALWAYS SOMETHING IF YOU DELVE IN FAR ENOUGH.

# THE BUDGET

HOW MUCH IS THERE TO PROMOTE YOU / YOUR SERVICE / PRODUCT?

ADVANCED LEVEL

# MANDATORY ITEMS

ARE THERE THINGS THAT MUST BE INCLUDED IN THE CAMPAIGN? DO THE DELIVERABLES HAVE TO INCLUDE A PRINTED LEAFLET OR MAYBE A WEB PAGE?

# PROJECT GOALS

HOW WILL YOU DETERMINE IF THIS PROJECT IS A SUCCESS? WHAT ARE YOUR EXPECTATIONS