

Content Brief

Project: AA

Brand: BB

Type: CC

Contact: DD

CHALLENGE:

Business Issue:

Goal:

Audience:

Key insight:

SOLUTION:

Strategy & Storytelling direction:

Key message:

Keywords:

Length:

Desired Response:

ACTION PLAN:

Deliverables:

Deadlines:

RESOURCES:

- A) Supporting research
- B) Competitive content landscape
- C) Benchmark work samples
- D) Tone of Voice & Style Guide