

Project Brief – Communication Agency



General Information

Company Name: _____

Main Contact Person: _____

Email / Phone: _____

Brief Date: _____

Project Objectives

What is the main goal of the project?

(e.g. product launch, brand awareness, lead generation, image update...)

Context & Challenges

Brief description of your company, sector, target audience, and the issue to address or the opportunity to seize.

(e.g. new positioning, declining visibility, need for differentiation...)

Scope & Expected Deliverables

What do you expect the agency to deliver?

(e.g. visual identity, ad campaign, video, website, photo shoot...)

Desired Timeline

Key dates or deadlines to consider.

(e.g. event, press release, seasonal launch...)

Estimated Budget

Allocated or estimated budget range.

(This is confidential but helpful to tailor our recommendations.)

References / Inspiration (optional)

Are there any brands, campaigns, or content you particularly like?

Share a few examples or links here.

(Please attach if available: logo, brand guidelines, past marketing materials, photos, briefing documents.)