



THE SERIOUS GOOD BRIEF!

1/2

CUSTOMER

CONTACT PERSON

PROJECT

DATE

1. OFFER/ Which product/ service do we want to offer?

2. GOALS/ What goal are to be achieved? (short-term, medium-term, long-term)

3. ACTIVATE/ What action(s) do we want to trigger in the customer?

4. TARGET GROUP/ Who do we want to address primarily/exclusively?

5. CONSUMER INSIGHTS/ What do we know about the consumer behavior of our target group?

MORE TO KNOW?
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6. STENGTHS/ What are the strengths, weaknesses or special features (USP?) of our offer?

7. ERROR/ Which mistakes should be avoided?

8. MEDIA/ Do we already know which media we want to use?

9. PRODUCTION/ Do we already have wishes regarding formats, print, runs, scope...?

10. TIMING/ When do we want to finish/release what? (Flight 1, Flight 2...)

11. BUDGET/ How much is the planned budget?

12. OTHER/ Are there any further information or questions?

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