

| Communications Project Brief, Charter | |
| --- | --- |
| Project name |  |
| Manager |  |
| Work start date |  |
| In market phase |  |
| Geography |  |
| Budget, or request |  |
| Measurables |  |

Project description (deliverables, background)

# Primary audience

Primary audience profile (what do we know about them)

Reach and vehicles (how will this campaign be delivered to the audience)

Key message or value proposition

