

| Communications Project Brief, Charter |
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| 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

