



RATTLE THE CAGE

# CLIENT BRIEFING FORM

CLIENT		DATE	
JOB DESCRIPTION			

THE CHALLENGE	
What is the ultimate business challenge you are addressing?	
THE OBJECTIVE	
How do you see this content helping to address your business challenge?	
THE TARGET	
Who must this content talk to? What is important to know about the target audience?	
THE OPPORTUNITY	
What does our target currently think about your brand, your business and you? How can we capitalise on this?	
THE MESSAGE	
What is the single most important thing we want to convey in the content?	
PROOF	
What gives us the proof to say this message? What gives our message validity?	



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<b>THE REWARD</b>	
What do you want our target to think, feel or do after consuming and engaging with the content?	
<b>MANDATORY INCLUSIONS</b>	
All specific deliverables that you will require for this content.	
<b>BUDGET</b>	
<b>DEADLINES</b>	
<b>HOW WILL WE MEASURE SUCCESS?</b>	