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| **WHY** are we doing this?  - the brand ambition - business problem - opportunity |  |
| **PEOPLE/PLACEMENT**  Who is the target audience? Where will people see the content? |  |
| **MESSAGING**  What message does the content need to deliver? |  |
| **SUCCESS**  What will success look like? (KPIs/targets/engagement) |  |
| **MANDATORIES**  What elements have to be included? |  |
| **DELIVERABLES**  What output do you need? Deadline? | **Timings:**  Concepts:  Response/Sign Off:  In market: |
| **BUDGET** $$$? |  |
| **NOTES**  Any extra thoughts? |  |