

Love the Idea

Digital briefing document

DATE	
PROJECT TITLE	
COMPANY NAME	
CONTACT NAME	
REFERENCE NUMBER	

Introduction

A brief introduction to your brand and the project.

Objectives

What do you want to achieve with this particular piece of work? What do you want to achieve in the longer term as a business? i.e. a 30% increase in online sales.

Insight

What are your brand values? Describe your target audience. Who are your competitors?

Scope

What are the must-have deliverables for this project? What features are definitely NOT part of the project?

Success criteria

How will you measure the success of the project? i.e. what are the KPIs.

Supporting information

PROJECT BUDGET	

Supplier eligibility criteria

Are there any criteria that suppliers of your business must meet? i.e. a certain level of public liability insurance or a minimum yearly turnover.

Key dates

DD/MM/YYYY	e.g. deadline for proposals