



COPYWRITING PROJECT BRIEF

Please complete this brief for your project and provide as much information as you can.

Company name	
Client contact name	
Client contact email	
Project name/title	
Project/campaign description	
COMPANY/PRODUCT OVERVIEW	
Describe the product, service, or treatment that is being promoted	
Describe the business need (the reasons why the marketing campaign is required)	
Describe your target audience and any customer insights	
Describe any market insights that are relevant to the campaign	
List your key competitors	
MARKETING CAMPAIGN OVERVIEW	

What are the objectives of the marketing campaign (what are you looking to achieve?)?	
What is the single-minded proposition (SMP)?	
What are the reasons to believe the SMP?	
What are the key messages you wish to convey?	
What is the call to action (what are we asking the audience to do once they have interacted with the marketing e.g., go to a website, contact us, register for a webinar, etc.)?	
What is the desired tone and style?	
How will the campaign be used (rep sales aid, direct to healthcare professional advertising, patient education etc.)?	
What are the deliverables (what are we producing e.g., A5 2-sided flyer, 6-page brochure, 3 x social media posts, digital sales aid etc.)?	
What mandatories do we need to include (e.g., prescribing information, copyright statement, company/brand logos, etc.)?	
What is the campaign budget and timeline?	
Is there anything else we should be aware of?	
What reference materials can we refer to?	