

## TURNING LEAF MULTIPURPOSE BRIEF

### **Background and reason for the brief**

Describe the context for the brief, and why it is important to your business.

### **Business objective and goals**

What are you attempting to achieve, ultimately? How will you know you are successful?

### **Who is your ideal target customer?**

Describe your ideal customer, preferably by referring to a real person. Who are they? Where do they live? Work? Play? What turns them on? What are they like?

### **Problem solved and insights.**

Describe the problem your brand, product or service solves for the customer. It may be functional or emotional. Do you have one central idea that you think will result in more sales?

### **What do customers think and do now?**

The customer either uses or doesn't use your product or service. Either way, what are they currently doing and thinking?

### **Behaviour aims**

What do we want them to think now, or do next?

### **Why should they act?**

Do we have a proposition to motivate them? An offer or incentive? Why would they be mad not to buy? What would your best sales person say if they were there in person?

### **What would stop them from buying?**

What are the physical and mental barriers that might get in the way of an otherwise successful sales pitch?

**Features, advantages and benefits**

List any features, advantages and ultimate benefits your product or service brings the customer.

**Who are your competitors (direct and indirect)?**

Who loses when you win? When you lose, who just won?

**Brand personality & positioning**

What's your brand like? What makes it different, distinctive?

**The senses**

What does your brand look, feel, smell, sound and taste like?

**Current ideas**

What's worked in the past? Have you got something in mind? Have you seen something overseas or in another category?

**Essential requirements**

What's mandatory? Are there any legal requirements or regulatory needs?

**Measurement**

How will you decide on what fits this brief? And how will you measure success in the end?

**Timing**

When do you want a response? When do you need to be in the market?

**Budget**

How much time and energy have you budgeted?