

# Intake Brief

## BRAND EVOLUTION BRIEFING TEMPLATE

### OVERVIEW >

*What problem are you trying to solve?*

What is the problem? What are we trying to solve and why? What is triggering a move at this moment?

### GOALS >

*How will we know if our brand initiative is a success?*

What is the ultimate indicator of success? What is the business goal? (E.g. expand market penetration for a specific audience, grow market share against a competitor, improve brand awareness, etc.?)

### OBJECTIVES >

*What are the KPIs, metrics, or other key outcomes?*

Define the specific, measurable objectives that will track progress toward our goals. What metrics will demonstrate success?

### AUDIENCE >

*Who is our ICP? Which audience and segments are primary? Secondary?*

What are their demographics? Do we have personas? What insights or research can we use?

### COMPETITORS >

*What is our competitive landscape? How does this influence our strategy?*

Who do we go head-to-head with, and why do we win/lose? What are the substitutes, alternatives, or enemies of adoption?

### BUDGET >

*What is it?*

Is there a budget identified that can provide guardrails for our team and partners?

### SCHEDULE >

*Are there key dates that we should know?*

What is our target launch date? What other milestones do we consider?