|  |  |  |  |
| --- | --- | --- | --- |
| **Program Title Goes Here:**  **Program subtitle, if needed** | | | |
| DEPARTMENT  [TBD] | KICKOFF DATE  Month XX, XXXX | WORK GROUP  Project Owner: First Last  Role: First Last  Role: First Last  Role: First Last  Role: First Last  Role: First Last | APPROVALS  [TBD]  [TBD] |

|  |  |
| --- | --- |
| **Program mission and context** | |
| **Situation assessment** | [Describe the context for this program/campaign. What prompted this? Why now?] |
| **Business goal** | [What will this project/program/campaign do to benefit Kellogg?] |
| **Communication objective** | [Think about the overall action you want this program to provoke. What do we want them to think, feel or do? Specific calls-to-action will be in the tactical plan at the bottom of this document.] |
| **What is the single most important thing this program/campaign needs to communicate?** | [What is the SINGLE thing you want the audience to remember, even just conversationally? It should be so clear that the working team should know the SMIT off the top of their head.] |
| **What are the reasons to believe that support the single most important thing?** | [What makes your claims and promises credible and trustworthy? An RTB could be anything from your experience in the field, to proven results and testimonials, to programs or experiences which are backed by research.] |
| **Audience and insights** | |
| **Target audience** | [Who are we talking to—include demographics and media/distribution targets.] |
| **Audience insights and segmentation** | [Beyond their demographics, what do we know about them. What barriers are in the way of our goals? Where are they in their journey?] |
| **What are the points of distinction?** | [What is our brand/product insight? How can we differentiate ourselves from the competitors? Or, what impact with this communication have on their life?] |
| **How might we encourage or convey diversity at Kellogg within this communication?** | [Are we showcasing our diversity in thought and in our people? Are we speaking to this audience in an inclusive way? This is good time to make these considerations.] |
| **Messaging and tone** | |
| **Key messages** | [Key messages are specific points we need to mention within the executions. Nope, you don’t have to supply the exact verbiage here. If there are many, consider how they may evolve through the tactical plan. Make sure these support the distinctions.] |
| **Key sources** | [Who might best help tell this story? Are there particular faculty members or senior leaders who could add value or deliver our message? What about an alum?] |
| **What tone should we adopt?** | [It’s not just what we say, it’s how we say it. How should our audience feel from both the design, the content, or how we deliver the overall experience?] |
| **Data-driven success** | |
| **What data do we have that tells this is the right direction?** | [What metrics can be provided that can inform this program? The more specific, the better.] |
| **Key performance indicators (KPIs)** | [How will we measure success? Be specific. What are our benchmarks to beat? When and how are we measuring performance?] |

[Before completing this section, consider how the working team can help define the right tactics so your goal can be achieved.]

**Tactics and distribution overview**

*Link to LiveTacticsTracker @ [ADD URL HERE] for specs, timing and tactic owners.*

|  |  |  |  |
| --- | --- | --- | --- |
| ***PHASE*** | ***PAID*** | ***OWNED*** | ***EARNED*** |
| **BUILD BUZZ**  **[Dates or cadence for phase]** | Tactic 1 name:   * Main message * CTA | Tactic 1 name:   * Main message * CTA | Tactic 1 name:   * Main message * CTA |
| Tactic 2 name:   * Main message * CTA | Tactic 2 name:   * Main message * CTA | Tactic 2 name:   * Main message * CTA |
| **PRE-LAUNCH**  **[Dates or cadence for phase]** | Tactic 1 name:   * Main message * CTA | Tactic 1 name:   * Main message * CTA | Tactic 1 name:   * Main message * CTA |
| Tactic 2 name:   * Main message * CTA | Tactic 2 name:   * Main message * CTA | Tactic 2 name:   * Main message * CTA |
| **LAUNCH**  **[Dates or cadence for phase]** | Tactic 1 name:   * Main message * CTA | Tactic 1 name:   * Main message * CTA | Tactic 1 name:   * Main message * CTA |
| Tactic 2 name:   * Main message * CTA | Tactic 2 name:   * Main message * CTA | Tactic 2 name:   * Main message * CTA |
| Tactic 3 name:   * Main message * CTA | Tactic 3 name:   * Main message * CTA | Tactic 3 name:   * Main message * CTA |
| **POST-LAUNCH**  **[Dates or cadence for phase]** | Tactic 1 name:   * Main message * CTA | Tactic 1 name:   * Main message * CTA | Tactic 1 name:   * Main message * CTA |
| Tactic 2 name:   * Main message * CTA | Tactic 2 name:   * Main message * CTA | Tactic 2 name:   * Main message * CTA |
| **ONGOING**  **[Dates or cadence for phase]** | Tactic 1 name:   * Main message * CTA | Tactic 1 name:   * Main message * CTA | Tactic 1 name:   * Main message * CTA |
| ***TACTICS TO CONSIDER*** | *Paid media*  *Paid social*  *Paid search*  *Partnerships* | *Website*  *Video*  *Organic social*  *Emails*  *Blog* | *Media coverage*  *SEO*  *Virtual events*  *In-person events* |

**Mandatories**

|  |  |
| --- | --- |
| **What’s the budget? Who’s paying for it?** | [TBD] |
| **Are there legal mandatories? Mailing mandatories? Tech mandatories?** | [TBD] |
| **Anything to absolutely avoid for messaging or imagery?** | [TBD] |

[DELETE THIS SECTION WHEN COMPOSING YOUR BRIEF]

**Tips for writing a brief:**

* Be specific
* Do not put everything you know in the brief. Just the direction relevant for *this* project, for *this* time. You can provide additional documents as reference or to inspire the working team if needed
* Do not delete sections of this brief. If something is not applicable, populate with an ‘N/A’
* Make it collaborative. Ask others to contribute to your brief. Use the experts all around Kellogg
* Avoid jargon and speak plainly. Remember, this is our internal north star for the project