

## W E B S I T E B R I E F

This brief is a written explanation of your project given to the designer at the outset of an assignment. As the client, you are detailing your objectives and expectations and defining the scope of work.

You are also committing to a concrete expression of the project that will be referred to as the project moves forward. This brief, supplemented with additional material as necessary, will help ensure that we obtain basic creative and positioning information before we begin to work on your assignment. If this brief raises questions, all the better. Questions early are better than questions late.

Here are examples of the types of questions that you should ask yourself when using this brief:

### **Project Objectives**

*What is the purpose of the project?*

Examples: raise market awareness by 25%, sell 2,000 widgets, educate existing customers, inspire salespeople, revitalize your corporate image, meet a legal requirement, build company loyalty or esprit de corps. A creative approach can be developed to address primary and secondary objectives only; no creative vehicle can be expected to accomplish more.

### **Target Audience**

*Are they already knowledgeable about the product, or not?*

*What motivates them?*

*Who are the readers/viewers/customers?*

Determine sex, age, job titles, social/economic conditions, employment, and geographic concentration.

### **Product Description**

*What are its features?*

*What are the product specifications, components, manufacture, delivery, and possible additional marketing applications?*

*How is your product used in everyday application? What is different, unusual, or unique about it?*



Visual Communications  
For Business Results

150 Cloverdale Avenue  
Unit 108  
Dorval, Quebec  
Canada H9S 3H9

514 636 5838  
bill@cogentdesign.ca  
cogentdesign.ca

**Customer (user) Benefits**

*How will your customer be better off?*

*Does your product save time, effort, money?*

*If so, how much?*

*How relatively important are these benefits to the customer?*

*What are the tradeoffs (example: higher quality usually means higher price)?*

Determine all benefits, but rank them—concentrate on the one or two strongest.

Be as objective and specific as possible.

**Support for Benefits Claims**

*Do you have proof of product benefits: test data, focus group reports, and user testimonials?*

Provide only facts, not opinions; specifics, not generalizations. If available, provide information that is quantified.

**Competition**

*What similar products/services are available in the marketplace and how good are they?*

Provide names, website addresses, specifications, prices, good and bad features.

Be objective, no subjective judgments here.

**Creative Considerations**

*What limitations or constraints do you have?*

For example: budget, schedule, corporate standards, likes/dislikes.

**Most Important Point!**

Most communications leave only one overall impression.

**“If you could choose only one thing that the viewer would remember, what would it be?”**

Please call me if you need any assistance in completing any part of this document.

**Thank you for considering us for your project.**





Visual Communications  
For Business Results

150 Cloverdale Avenue  
Unit 108  
Dorval, Quebec  
Canada H9S 3H9

514 636 5838  
bill@cogentdesign.ca  
cogentdesign.ca

<b>3 Key Content Requirements</b>		
<i>Online payment system?</i>		
<i>Referral service capability?</i>		
<i>Sales? Which products / services?</i>		
<i>News items? Newsletter?</i>		
<i>Special events and promotions?</i>		
<i>Educational programs?</i>		
<i>Online consulting linked to members and / or to other links?</i>		
<i>Research papers? (cost)</i>		
<i>Secure login / password for key members / customers?</i>		
<b>4 Target Audience(s)</b>		
<i>Primary</i>		
<i>Secondary</i>		
<b>5 Customer Benefits</b>		
<b>6 Competition</b>		
<i>Names</i>	<i>What's good</i>	<i>What's bad</i>
<b>7 Creative Considerations</b>		
<i>Likes and dislikes? Creative restrictions?</i>		

