



Copy Brief

Basic Details

- Date
- Client name, address and contact info
- Is project related to a previous project?
- Is project part of larger communications, or is it stand-alone?

Overview

- What is the goal of the project, i.e. what is the client's expectation from the project?
- What is the context for this communication, and are there other/previous copy briefs?
- What is the timeline and when is the final product due?

Background and raw material

- What material has been previously produced and how has it performed?
- How does this project fit in with other communications currently underway?
- What baseline content and/or information are to be provided?
- Are there further sources of content such as by researching or interviewing?

Target audience

- Who are we trying to reach?
- What media will be used?
- What is their profile and what type of people are they?
- What do they think about the client?
- What's going on in the marketplace – how crowded is it?

The core message

- What is the single, compelling message that must be communicated?
- What supporting evidence is there to back up any claims being made?

The Unique Selling Point (USP)

- What benefit does the core message provide to the audience?
- What makes this different and compelling in the marketplace?
- Why should the reader bother to read all of the copy and respond?

Creative direction

- How should the finished work look and feel?
- Is there a brand style that must be adhered to?
- Are there examples of similar work that can be used as a guide?
- What's the most appropriate tone of voice?

Anything else?

(Direction and info that does not fit into above categories, such as overall word count, number of pages in a brochure, how much room for headlines, intro paragraphs, sub-headings and a summary in an article)