|  |  |  |  |
| --- | --- | --- | --- |
| **Ministry/Department/Agency:** |  | **Briefing Date:** |  |
| **Project:** |  | **Project Date:** |  |
| **Contact Person:** |  | **Contact Email:** |  |
| **Contact Number:** |  | **Approved By:** |  |

**PROJECT BACKGROUND**

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Please provide historical details about the project that are important to addressing this brief.

**GOVERNANCE OBJECTIVES**

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What are the governance objectives for this project?

**PROJECTED OUTCOMES AND IMPACT**

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Please provide details of projected measurable outcomes of this programme / policy and their locations. E.g., numbers of beneficiaries e.t.c.

**COMMUNICATIONS OBJECTIVES**

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What are the communications objectives for this project? What are the potential negative perceptions or political backlash to be avoided?

**AUDIENCE MAPPING**

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Who are the various categories of people you are trying to reach with this campaign?

**MESSAGING**

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What are the core messages you want communicated about this project?

**MESSAGE SUPPORTS**

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What are the facts and figures that are available to support the messages?

**DELIVERABLES**

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What are the communications design collaterals that you are expecting? E.g. Brochures, Posters, Radio Jingles, Billboards, e.t.c.

**MANDATORIES**

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What are the elements that you consider to be mandatory to be included in the communications designs and materials?

**APPROVALS AND BUDGET**

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What approvals have been obtained for this project? What is the budgetary provision for the project? Do you need help with production?

**INTERNAL**

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| --- | --- | --- | --- |
| **Assessed:** |  | **Date Received:** |  |
| **File Number:** |  | **First Draft Presented:** |  |
| **Assigned Creative(s):** |  | **Revisions Presented:** |  |
| **Assigned Client Service(s):** |  | **Comments:** |  |
| **Agency Approval:** |  | **Client Approval:** |  |