

NAME OF THE BRIEF	Click to add text				
Brand	Click to add text	Date issued	Click to add text	Target Demand Space(s)	Click to add text
Brief in a sentence	Click to add text				
Key Dates	Click to add text				
What is the creative ambition?	Click to add text				

What are the jobs to be done for this brand and which one are we addressing with this brief?

JTBD FOR THIS BRIEF

JTBD

Click to add text

Which MWBs is this brief leveraging?

[Delete the transparencies to reveal which MWBs have been selected as relevant to the JTBD]
Add in an explanation of why these MWBs have been selected



SECTION 1: WHERE ARE WE NOW?

Current business performance	Click to add text
What do consumers/ shoppers do today?	Click to add text
What do consumers/ shoppers think/ feel today?	Click to add text

SECTION 2: WHERE DO WE WANT TO BE?

Desired business performance	Click to add text
What we need consumers/ shoppers to do in the future?	Click to add text
What we need consumers/ shoppers to think/feel in the future?	Click to add text

SECTION 3: HOW WILL WE GET THERE?

What is the relevant consumer/ shopper need? To change what consumers think/feel today? (Insight)	Click to add text
How will the brand answer the consumer need? (Benefits)	Click to add text
How can we justify this? (Reason to believe)	Click to add text

SECTION 4: KPIs

Desired business performance	What do we need consumers/ shoppers to do in the future?	What do we need consumers/ shoppers to think/feel in the future?
Click to add text	Click to add text	Click to add text

SECTION 5: OTHER INFORMATION

Budget	What country/region does this brief cover?	Mandatories and additional information attached
Click to add text	Click to add text	Click to add text