

## CONTENT BRIEF

DATE:  
PROJECT TITLE:  
WRITTEN BY:

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### KEY CONTACTS & STAKEHOLDERS

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### IMPORTANT DATES

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<b>BACKGROUND</b> Where are we today, and what's going on in the marketplace?	
<b>BUSINESS OPPORTUNITY</b> What are we solving for? What are we trying to achieve?	
<b>OBJECTIVE</b> What are the business outcomes and marketing objectives?	
<b>CHANGE</b> What change do we need to cause?	
<b>AUDIENCE</b> Who are we speaking to and what do they truly care about?	
<b>STRATEGY</b> What is the organizing idea?	
<b>RATIONALE</b> Why can we say this?	
<b>BARRIERS</b> What are the barriers to achieve the opportunity?	
<b>ACTION</b> What do we want the target to do?	
<b>EVALUATION CRITERIA</b> How will we know we have been successful?	
<b>DELIVERABLES</b> What needs to be created?	
<b>MANDATORIES</b> What elements must be included?	

**APPROVED BY:**

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**Content Leader**

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**Date**

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**Audience Owner**

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**Date**

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**Product Leader**

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**Date**

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**Program Manager**

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**Date**