

# What is the business challenge/opportunity/problem?

Describe the reason for the project.

# What is the goal? What are we trying to make happen?

The single most important thing we need to accomplish with this effort.

# Who are the competitors?

Describe the competition. What makes this brand unique/different? Are there category conventions we can challenge?

# Who is the target audience?

Describe the primary target audience as well as their relevant beliefs and worldviews. What are their needs and goals?

# What is the one thing we want to communicate?

The single most important thing we need to communicate and what we want the target audience to remember.

# What action do we want users to take? Why should they?

Describe the desired action and what would motivate them to take it.

# How are we measuring success?

List the key performance indicators that are being measured.