

# Digital briefing document

<b>DATE</b>	
<b>PROJECT TITLE</b>	
<b>COMPANY NAME</b>	
<b>CONTACT NAME</b>	
<b>REFERENCE NUMBER</b>	

# Introduction

A brief introduction to your brand and the project.

# Objectives

What do you want to achieve with this particular piece of work? What do you want to achieve in the longer term as a business? i.e. a 30% increase in online sales.

# Insight

What are your brand values? Describe your target audience. Who are your competitors?

# Scope

What are the must-have deliverables for this project? What features are definitely NOT part of the project?

# Success criteria

How will you measure the success of the project? i.e. what are the KPIs.

# Supporting information

PROJECT BUDGET	

# Supplier eligibility criteria

Are there any criteria that suppliers of your business must meet? i.e. a certain level of public liability insurance or a minimum yearly turnover.

## Key dates

DD/MM/YYYY	e.g. deadline for proposals