

Brand Brief Template

A structured starting point for leadership, audience, challenge, scope and success.

Prepare individually. Align together.

HOW TO USE THIS RESOURCE

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / BUSINESS CONTEXT

Business context

Evidence, decisions, owners and unresolved questions

NOTES

02 / DECISION TO BE MADE

Decision to be made

Evidence, decisions, owners and unresolved questions

NOTES

03 / PRIORITY AUDIENCES

Priority audiences

Evidence, decisions, owners and unresolved questions

NOTES

04 / CURRENT EVIDENCE

Current evidence

Evidence, decisions, owners and unresolved questions

NOTES

05 / SCOPE AND EXCLUSIONS

Scope and exclusions

Evidence, decisions, owners and unresolved questions

NOTES

06 / STAKEHOLDERS AND APPROVALS

Stakeholders and approvals

Evidence, decisions, owners and unresolved questions

NOTES

07 / MEASURES OF SUCCESS

Measures of success

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

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