




REVOLUTIONARY COMMUNICATIONS

A Step-By Step Communications Brief

**ANSWERING THE
QUESTIONS ON THIS
WORKSHEET WILL
EFFECTIVELY BUILD THE
SKELETON FOR YOUR
COMMUNICATION
BRIEF.**



The information
gathered in the
discovery process will
provide you with the
answers.

PROJECT SUMMARY

State general project information, goals, and relevant background information for site redesign. This paragraph should be a statement overview of the project as a whole.

- ✓ What is the basic overview of the project?
Briefly include background information if relevant.
- ✓ What is the single purpose of the new online presence?
- ✓ What are the secondary goals of the new online presence?
- ✓ What are the long-term goals?

AUDIENCE PROFILE

Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is. Include some user demographic information. Your goal with this section is to answer the following: Who is the target? What do they care about? And what they do online on a daily basis?

- ✓ Who is your target audience? Choose a typical user and profile in detail.
 - Include occupation, age range, gender, online frequency, online activities and any other relevant information
- ✓ What is a typical task the user might perform on the new site?
 - Register, log-on, search for information, buy a specific product, send their email address, call for more information

PERCEPTION & TONE GUIDELINES

How do you want your target audience to respond to your new online presence?

- ✓ What does the target audience currently think and feel about your cause?
- ✓ What do you want them to think and feel?
- ✓ How will this new online presence help to achieve this goal?
- ✓ What adjectives can be used to describe the way the cause should be perceived?
- ✓ What are some specific visual goals the online presence should convey?

COMMUNICATION STRATEGY

How will we convince them?

- ✓ What is the overall message you are trying to convey to your target audience?
- ✓ How will you convey the overall message?
 - Effective messaging through copy, directed path towards goal, specific offer on homepage, etc.
- ✓ Identify stages of development (if appropriate) used to execute goals.
- ✓ How will you measure success?

COMPETITIVE POSITIONING

How are you different from the competition and what are the factors which will make you a success?

- ✓ How are your communications different from your competitors'?
- ✓ What specifically sets you apart from your competition?
- ✓ What areas of your current communications are successful and why?

TARGETED MESSAGE

State a single-minded word or phrase that will appropriately describe your cause and separate it from your competition.



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