**TYPICAL BRIEF STRUCTURE**

***Use as appropriate and delete / add as per your needs this document is meant as a guide only to structure your brief (requirements) document to the agency***

**Department/Organisation:**

**Contact name:**

**Contact email:**

**Framework ref:**

**Date issued:**

**Response deadline:**

Summary

1. **The problem**
2. **Mandatory constraints/ services required**
3. **Constraints that may preclude agencies from accepting this brief**
4. **Budget**
5. **Timescales**

The Problem (and Objectives)

1. **Outcome goals**
2. **Business/ brand/ channel objectives**
3. **SMART objective/ policy objective**

Context (Insight)

1. **About our organisation**
2. **Outline of the policy context**
3. **Data, research and useful links**
4. **Previous communications activity**

Audiences (Insight)

1. **Audience data**
2. **Current audience insight**
3. **Customer journey**
4. **Stakeholders and influencers**
5. **Think/ feel/ do**

Strategy

1. **Existing strategy**
2. **Known sensitivities**
3. **Branding arrangements**
4. **Constraints – for example if the strategy must include a certain channel (eg TV)**
5. **Conflicts of interest/ reputational constraints**

Agency requirement (Implementation)

1. **Requirements**
2. **Role of the agency**
3. **Management and staffing**
4. **Key delivery milestones**

Agency response (Evaluation)

1. **OASIS / MEAT outline**
2. **Evaluation scoring methodology**
3. **Further stage(s) - such as a pitch**

Appointment and timings (Evaluation)

1. **Timescales for tender (stages/ award)**
2. **Contract length**
3. **Total contract value (annual £ x contract length)**