

# Project Brief

**Project Title:** *Give your project a title.*

**Project lead:** *State your name.*

**Approver(s):** *List 1-3 people who will review the project. Be sure to identify who will have final approval.*

## Background

*Describe the project in detail, including the need and challenges to overcome.*

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## Objective

*List your desired outcomes for the project. These should link directly to the need and challenges you want to overcome.*

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## Target Audience

*Be as specific as possible about the target audience for the project, including both demographics (age, gender, location, etc.) and psychographics (values, interests, attitudes, lifestyles, etc).*

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## Key Messages

*List the main points of information you want your target audience to hear, understand, and remember.*

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## Voice / Tone

*This is the impression you want to give your audience through your written communication. List adjectives like informative, approachable, professional, optimistic, etc. You may also include value words that describe your organization or project.*

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## Timeline / Due Date / Milestones

*Outline the project milestones and due dates for all deliverables. Be sure to allow time for reviews and approvals.*

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## Budget

*Set a budget for the project. Budget can be measured in dollars spent or hours worked.*

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### **About Perch Communications Inc.**

We are creative thinkers, strategic communicators, community builders and media experts.

At Perch Communications, we specialize in helping you find and share your authentic story through a combination of content creation, media outreach and public relations.

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