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Brief Type:

Date:

Client:

Brand/ Product/Service:

Answer this as truthful as you can like you're speaking to a friend about your business. If you don't know an answer, write "I don't know yet" and write what/how you feel.

PROJECT DESCRIPTION

What is your story?

_____

_____

_____

Background Information

Name of Product / Service / Business

_____

What is the Vision?

_____

_____

_____

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What is the Mission?

What are your Values?

Target Audience
Who are you talking to?

What's the major challenge?
What problem(s) are we solving?

What is the primary objective?

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What desired outcome do you seek?

_____

_____

_____

Competition
Who are they?

_____

_____

_____

Any existing brand inspiration?

_____

_____

_____

What features do you admire about them?

_____

_____

_____

Key Deliverables

_____

_____

_____

What is your budget?

_____

Timeline

_____

FOR BRANDS — THE LEGIT FIX

CONTEXT

Where are you coming from?

_____

_____

_____

What do you do in one sentence?

_____

_____

_____

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Who are you trying to convince right now?

_____

3 brands you want to look like when you grow.

_____

_____

_____

And 1 brand you NEVER want to look like.

_____

CRAFT

What are you really selling?

_____

_____

_____

What do you sell vs what do people actually buy from you?

_____

_____

_____

What makes people doubt you when they see your Instagram / Deck / Website?

_____

_____

_____

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PRIDE + PRESENCE

How should you show up?

_____

_____

_____

When someone sees your brand, what should they feel immediately?

_____

_____

_____

What would make you PROUD to post your brand?

_____

_____

_____

What are you embarrassed about right now?

_____

_____

_____

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FOR PRODUCTS — THE SHELF KILLER

CONTEXT

What is the product and where will people first discover it?

_____

_____

_____

Who are the customers and how much are they paying for it?

_____

_____

_____

Your competition?

_____

_____

_____

CRAFT

Describe your product?

_____

_____

_____

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What is the unique selling proposition about your product that is special? Ingredient, features, process, story?

_____

_____

_____

How do you want it to be experienced?

_____

_____

_____

PRIDE + PRESENCE

Why will they pick you?

_____

_____

_____

If your product had no logo, how would someone still know it's yours?

_____

_____

_____

What do you want someone to say after they experience it?

_____

_____

_____

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FOR SPACES — THE TRUST SPACE

CONTEXT

Who enters?

_____

_____

_____

What is this space for? [Office, Store, HQ, Showroom, Estate?]

_____

_____

_____

What are they scared of before they enter? [That you're expensive, that you're small?]

_____

_____

_____

What do you want them to do immediately after entering? Sit? Pay? Take pictures?

_____

_____

_____

CRAFT

Send a Video of space, size in sqm, budget range. Be honest.

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What MUST stay? What MUST go?

PRIDE + PRESENCE

How should it feel?

When they walk in, what should they feel?

What scent, sound, and light do you imagine?

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FOR COMMUNICATION — THE MONEY TALK

CONTEXT

Who are you talking to and where?

_____

_____

_____

What are you trying to sell or say right now?

_____

_____

_____

Who EXACTLY needs to hear it and where will they see it?

_____

_____

_____

What have you told them before that they ignored? Show us that flyer / deck / post that flopped.

_____

_____

_____

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CRAFT

What do they need to believe?

_____

_____

_____

What is the ONE thing they must believe after seeing this?

_____

_____

_____

What is stopping them from believing it now? [Too much text? Looks cheap? Too confusing? No proof?]

_____

_____

_____

Show us 3 communications you love. A deck, an ad, a page. Why did it hook you?

_____

_____

_____

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PRIDE + PRESENCE

How should your message land?

_____

_____

_____

When they see/read it, what should they feel in 5 seconds?

_____

_____

_____

What should they DO immediately? [Pay, call you, approve it, invest, share it, enter your store?]

_____

_____

_____

What would make you PROUD to forward this to your dream client without editing?

_____

_____

_____

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FOR SENSORY + GUERRILLA — THE GIST FACTOR

CONTEXT

Who needs to talk?

_____

_____

_____

Who do you want to gist about you?

_____

_____

_____

What have you done before that flopped? What went viral before even small?

_____

_____

_____

Where should it happen?

_____

_____

_____

CRAFT

What are we launching or re-launching? Product, store, brand, or just vibes?

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What are you willing to risk? [Your van? Your storefront for 1 day? Your founder dancing?]

PRIDE + PRESENCE

What should they remember?

After they see it, what should they FEEL? Shock, laughter, tears, "these guys mad"?

What should they DO? Video it, buy it, enter, post it?

Send to project@xaine-ingenius.com the following below:

- Your current logo, Instagram, deck, flyer, website
- 3 competitors you hate and 3 you respect
- Your most shameless idea (the one you said is too crazy)
- 3 stunts you saw and said "I wish na me"
- Your current product if any
- Product cost
- 3 products you wish yours was sitting next to
- The raw gist in voice note — what you really want to say, no packaging
- Your deadline and where this will be posted / presented
- Your budget for stunt + product to give away
- Video walkthrough + floor plan if you have
- 3 spaces you love (Pinterest is okay) Your budget, no packaging

FINAL QUESTION FOR ALL:

If we do this work well, and your customer is honest, what will they say about you when you are not in the room?

Write that one sentence.

Send your answers as voice note, typed notes, or video.
We will turn it to system.

Designing with Context, Craft, Pride and Presence