# Name | Project Brief

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| **Project summary** | Overview of what the gist is. |
| **Stage of Customer Awareness** | [INSERT STAGE] |
| **VOC Data** | **[**What terms and phrasing do customers use to articulate the problem this product solves?] |
| **Brand Messaging** | [Which key brand storylines should this project communicate?] |
| **Brand Positioning** | [How should our product be positioned when compared to competitors?] |
| **Value Proposition** | [What is the core value customers will enjoy from purchasing our product?] |
| **Unique Selling Proposition** | [What differentiates the product from the competition?] |
| **Deliverables** | [What needs to be shipped / published at the end of this project?] |
| **Team** | [Who needs to work on this?] |
| **Timeline** | Start date: End date:  |
| **Resources** | [Links to related documents, etc.] |