**PROJECT BRIEF EXAMPLE**

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| PROJECT TITLE | Fabrication and Build-Out of Mobile Coffee Cart |
| CLIENT NAME | Meringue Coffee and Tea |
| PROJECT MANAGER | Greg Bell |
| POINT OF CONTACT NAME | Kristen Thorn | MAILING ADDRESS | 1040 Cannoli WayBrooklyn, NY 11211 |
| PHONE | (929) 555 -5309 |
| EMAIL | kthorn@meringuecoffee.com |

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| **PURPOSE** | Our client Meringue Coffee and Tea wants to expand its business to include a mobile cart it can take to parks or events around the city. |
| Identify how your content strategy will support your company’s mission. |
| **GOALS** | Design, build, and deliver a branded, fully operational cart to the client by the due date. |
| Write a summary of the SMART goals for your content strategy.  |
| **AUDIENCE** | Our client's target customer is a 25-40-year-old professional female in Brooklyn who enjoys high-end coffee drinks. She appreciates sophisticated design and a well-crafted café beverage. |
| List the persona(s) your strategy will address. |
| **STORY** | Our client seeks to provide a mobile version of its in-house shop experience. Meringue would like to be able to set up at parks, weddings, and events to offer its signature drinks and service. The cart should be an extension of the existing brand and reflect its commitment to quality and service. |
| Articulate the overall theme or message concerning your content, including the unique value of your project. |
| **TEAM** | Project Manager: Greg BellLead Fabricator: David OlsenLead Designer: Jose MariposaTeam Members: Giselle DeRossett, Tang Zhou, Addison Flores |
| List the project leader, contributors, creators, and other key stakeholders. |
| **BUDGET** | Project Budget Sheet Attached |
| List the expenses for this project and when each individual expense is expected to occur.  |

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| **TIME FRAME** | Project Initiated: 7/14/20XX Project Due: 9/30/20XX Project Schedule Attached |
| Specify key dates and deadlines for deliverables. Also, include an overall time frame for evaluating the metrics of this project. |
| **COMMENTS** |   |
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**PROJECT BRIEF TEMPLATE**

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| PROJECT TITLE |  |
| CLIENT NAME |  |
| PROJECT MANAGER |  |
| POINT OF CONTACT NAME |  | MAILING ADDRESS |  |
| PHONE |  |
| EMAIL |  |

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| **PURPOSE** |  |
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| Write a summary of the SMART goals for your content strategy.  |
| **AUDIENCE** |  |
| List the persona(s) your strategy will address. |
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| Articulate the overall theme or message concerning your content, including the unique value of your project. |
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| **COMMENTS** |   |
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