

Agency Delivery Brief

1. **Client and account:**

Client name · Agency contact · Account owner

2. **The request:**

What the client asked for, in their words

3. **What you've promised:**

Deliverables · Date · Any commitments already made

4. **Audience and goal:**

Who it's for · What it needs to achieve

5. **Brand:**

Brand kit link · Tone of voice · Examples to match · Things to avoid

6. **Tools and access:**

Platforms involved · Access required · Who grants it

7. **Approvals:**

Who approves · How many people review · Rounds expected

8. **Communication:**

Preferred channel · Point of contact · Best hours

9. **Confidentiality:**

NDA required? · Anything we should not mention or share

10. **Anything else we should know**
