

DIRECTIONAL BRIEF

Common/

FORMULATE WITH BLOB

Directional Brief Services:

- . Define Project Objectives
- . Identify Target Audience
- . Scope of Work Outline
- . Budget and Resources Discussion
- . Timeline and Milestones Development
- . Collaborative Workshops or Sessions
- . Risk Assessment and Mitigation Strategies
- . Brand Guidelines and Alignment Check
- . Creative Direction and Aesthetics Guidance
- . Key Messages Definition
- . Communication Channels Determination
- . Measurement and Evaluation Metrics Establishment
- . Legal and Compliance Considerations
- . Stakeholder Engagement Planning
- . Document Approval Process Definition
- . Feedback and Iteration Support

**Craft a comprehensive Directional Brief with our services.
We provide guidance and support for successful project
execution.**

Our Directional Brief Services offer comprehensive guidance and support for successful project execution, ensuring clarity, alignment and efficiency from the outset. From defining project objectives and identifying target audiences to outlining scopes of work and discussing budget and resources, we work collaboratively with you to establish a solid foundation for your project.

Through collaborative workshops or sessions, we facilitate discussions to assess risks, align with brand guidelines and establish creative direction and aesthetics. Our team assists in defining key messages, determining communication channels and establishing measurement and evaluation metrics, enabling you to effectively communicate and measure the success of your project.

Furthermore, we provide guidance on legal and compliance considerations, stakeholder engagement planning and document approval processes, ensuring that your project is conducted ethically, transparently and in accordance with relevant regulations. With feedback and iteration support, we continuously refine and improve the directional brief, setting the stage for a successful project outcome.

Service particularity: optimal delivery in 3 working days, can take longer in case of additional or special requests and unforeseen circumstances; Directional Brief Initial Chat included

Blob team engagement: 2 expert level consultants, industry specific third-party experts if needed, technical backend

Type of meeting: optional

Place of meeting: optional

Output: concise and clear document providing specific guidance and instructions, allowing recipients to easily understand and act upon the information provided

Pricing. Directional Brief

BASIC DIFFICULTY LEVEL:

- . **Starting price:** 300 EUR
- . **Criteria:** Suitable for individuals or teams with limited experience in project planning and management
- . **Argument:** At the basic difficulty level, directional brief services focus on fundamental aspects such as defining project objectives, identifying the target audience and outlining the scope of work. These services cater to individuals or teams who may struggle with establishing clear project goals, understanding the project scope or identifying key stakeholders. The emphasis is on providing guidance and structure to ensure that the project is initiated on a solid foundation and aligns with the organization's objectives

INTERMEDIATE DIFFICULTY LEVEL:

- . **Starting price:** 500 EUR
- . **Criteria:** geared towards professionals or organizations seeking to improve project planning and execution
- . **Argument:** intermediate difficulty level directional brief services offer more comprehensive support in areas such as budget and resources discussion, timeline development and risk assessment. Professionals at this stage may encounter challenges related to resource allocation, time management or risk mitigation strategies. These services focus on enhancing project planning and management skills through collaborative workshops, risk assessment exercises and timeline development. The emphasis is on ensuring that projects are delivered on time, within budget and to the satisfaction of stakeholders

ADVANCED DIFFICULTY LEVEL:

- . **Starting price:** 700 EUR
- . **Criteria:** targeted towards project managers, senior executives or organizations requiring specialized expertise in project planning and execution
- . **Argument:** advanced difficulty level directional brief services involve advanced techniques in stakeholder engagement planning, legal and compliance considerations and measurement metrics establishment. Organizations at this level may deal with complex projects involving multiple stakeholders, regulatory requirements or strategic initiatives. These services offer specialized expertise to navigate legal and compliance challenges, engage stakeholders effectively and establish meaningful measurement metrics for project evaluation. The emphasis is on driving successful project outcomes through strategic planning, execution and evaluation

CHALLENGING DIFFICULTY LEVEL:

- . **Starting price:** 1.000 EUR
- . **Criteria:** designed for organizations facing critical project challenges, strategic initiatives or transformational changes
- . **Argument:** challenging difficulty level directional brief services address critical issues such as creative direction, document approval processes and feedback iteration support. Organizations at this level may encounter situations where the success of projects is paramount for organizational growth, innovation or survival. These services involve strategic planning, stakeholder alignment and continuous feedback loops to ensure that projects meet evolving needs and expectations. The emphasis is on driving excellence in project execution through creativity, collaboration and adaptability

By categorizing Directional Brief Services into these difficulty levels, individuals and organizations can identify their specific needs and select the appropriate level of support to enhance their project planning and execution capabilities. Each level offers tailored solutions and strategies to address specific challenges and optimize the success of projects.