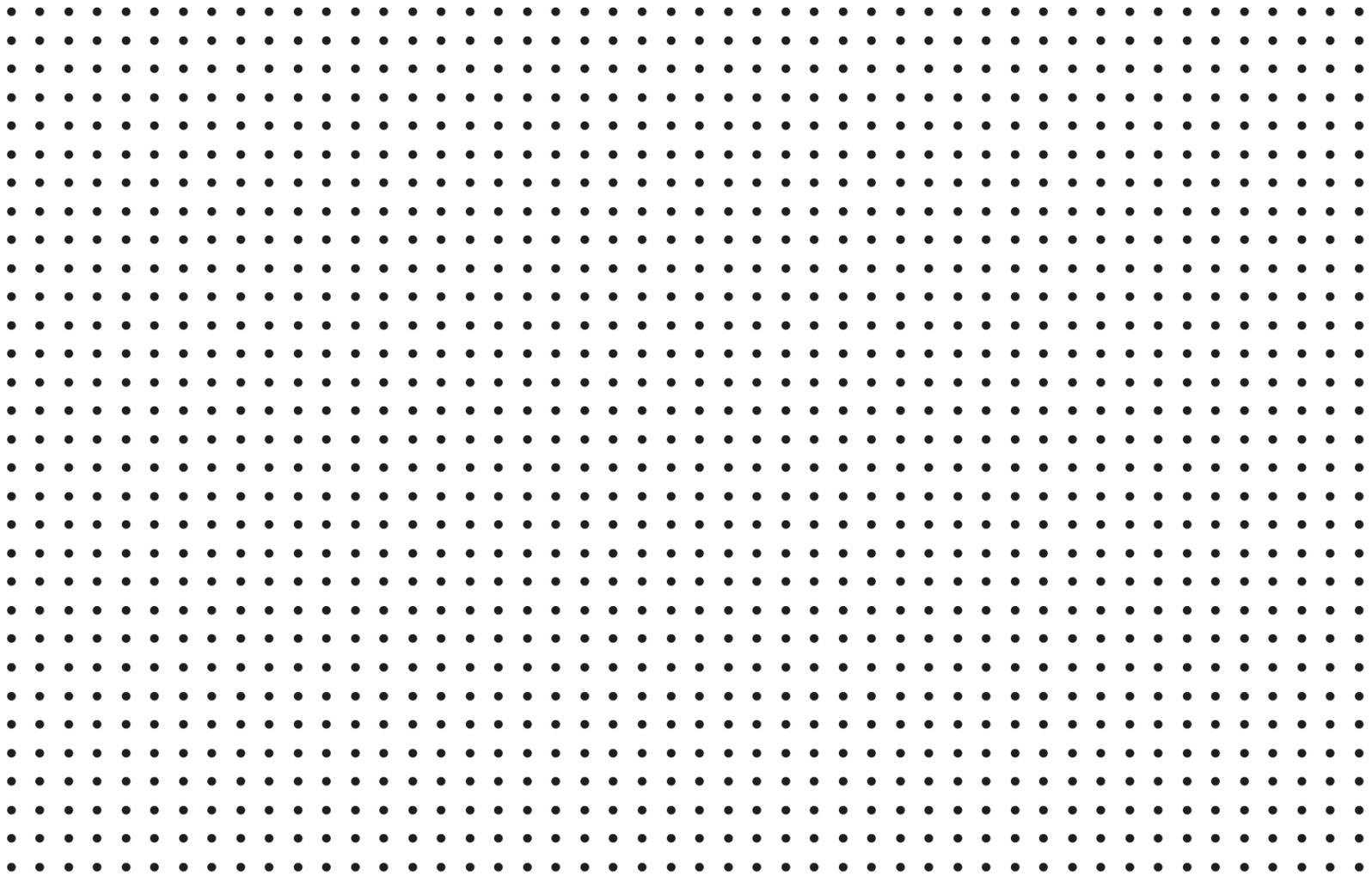


CLIENT NAME

PROGRAM CATEGORY/PROJECT NAME

CONCEPTUALIZATION BRIEF



VERSION: 1.0

ISSUE DATE: DD/MM/YYYY

CLASSIFICATION: CONFIDENTIAL

DOTMENT

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DOTMENT | WHO WE ARE

DOTMENT is an employee engagement consultancy firm.

Our tailor-made programs and services harness genuine employee engagement by acknowledging the employee full spectrum and making both you and them go above and beyond.

DOTMENT SERVICES

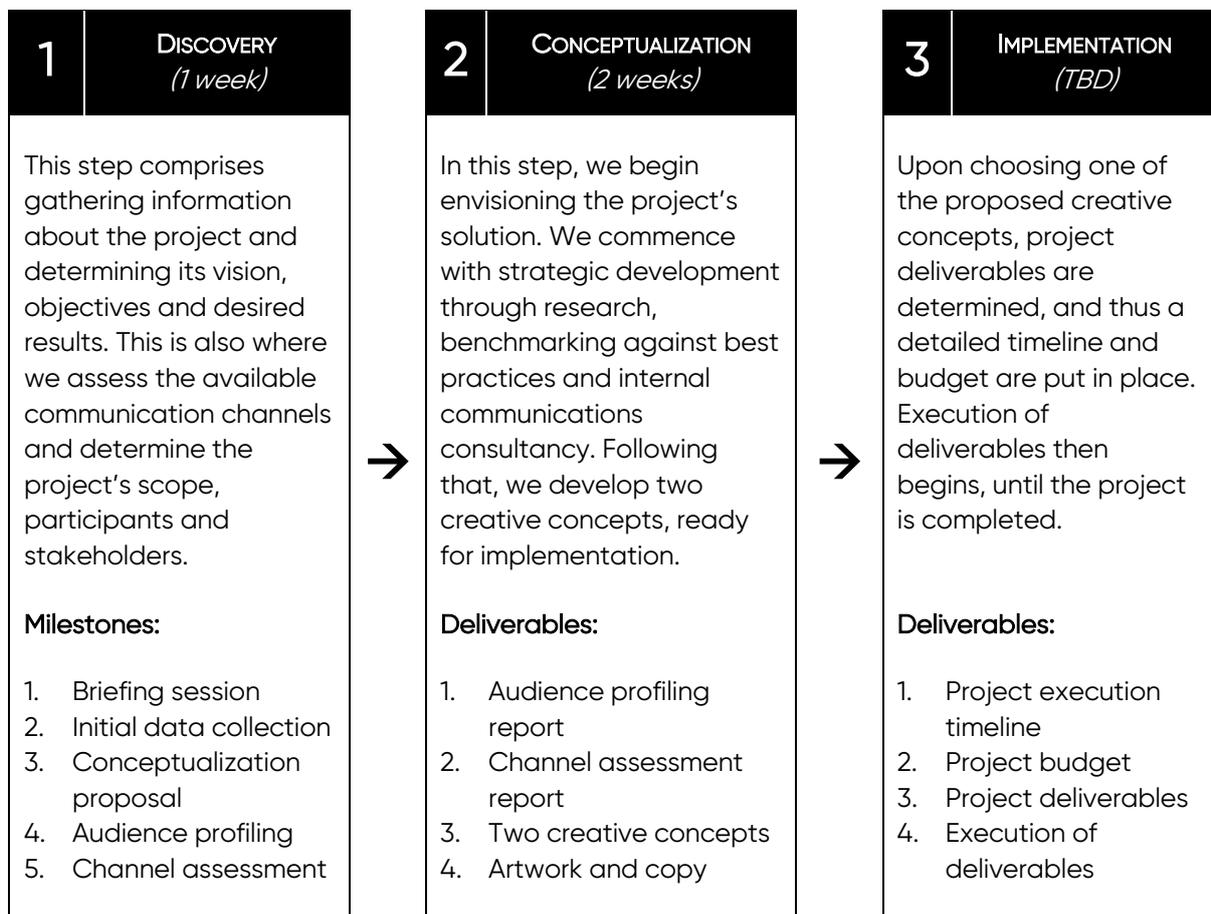
Internal Communications

We create and execute tailored campaigns for all internal comms including culture change, corporate strategy communication, as well as all HR programs, through content and media creation, leadership communication, employees' events, team buildings and activations, in addition to formulating IC strategies and IC trainings.

Engagement Programs

We assess your current status and personalize engagement programs accordingly in all employee experience, including and not limited to employer branding, recruitment experiences, internship, innovation, recognition, wellness, digital and physical work environment.

DOTMENT PROCESS



1. DISCOVERY - INITIAL FINDINGS

1st Section:

What is the Project Background / Business objectives for this project?

- Where the idea came from, a brief description of the idea/program

What are the product/service/program description, details, and features?

- Here you place the project description, regardless of the communication activities that you desire. This part is about the core of the project/product

To who is the communication addressed?

Demographics: (age – Gender)

Psychographics:(Interests, life style..)

Seniority level (Managers, staff, super visors, all..)

2nd Section: The below questions are related to the audience & their point of view, rather than the communicator requirements:

What is their current state of mind towards the challenge you are trying to solve, or the feature you are planning to provide?

If you really asked your targeted audience what they currently think towards the issue you are trying to solve/tackle, what will they say? (not what you think)

What is the key benefit to communicate precisely to the target?

Every program has some features. Some of these features can be of a use to the audience to solve their problems, these would be called benefits. For this question, state what benefits your program presents.

Functional:

- What benefits address the functional side of the audience's life?

Emotional:

- What benefits address the emotional side of the audience's life?

3rd Section: The below questions are related to the communicator requests

What are our communication objectives?

- What do actions/feelings/attitude you want audience to have/do in return of the communication addressed

What is the key message?

- What is the statement that is written on the poster, the slogan of the campaign? The agency won't use your exact words, but the meaning of your words will be expressed.

What is the customer net take away?

- This is what the audience remembers after the campaign is finished, and it doesn't have to be the same as the key messages.

What are the required deliverables?

- If you have specific requirements like (poster, rollups..etc)

