

# Product Launch Brief

## Overview

Product Name

Launch Date

Project Owner

## Goals & Objectives

Describe your goals for this launch

## Target Audience

Who is this product for?

## Key Messages

Main messages to communicate

## Features & Benefits

Highlight features and benefits

## Positioning

How is the product positioned in the market?

## Competitors

List top competitors

## Launch Activities

Marketing & communications plan

## Key Dates

List key deliverables and dates

## Team & Stakeholders

List involved teams and contacts