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## Briefing Form

**Client name:**

**Products / services / brands:**

**Background / history:**

**Key competitors / competitor brands:**

**Markets you operate in:**

**Who are we talking to?**
(by age/sex class etc, and also related to the brand - what do they currently think / feel about you?
Mention any secondary target groups e.g. Rival brands, trade etc.)

**Where are they?**
(locations, regions, why have these locations been specified?)

**What do we need them to do?**
(call to action, redemption, campaign mechanic, brand interaction / recall)

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**Why should they do this? What's in it for them?**

**Challenges:**

**What are we trying to achieve in marketing terms?**
(e.g. Gain market share through increased trial, reinforce customer loyalty etc.)

**What do we want a media campaign to do within this?**
(the contribution which media can realistically be expected to make)

**Desired response: what do we want them to think / feel / do as a result of the campaign?**
(realistic ambitions; consider any secondary target audiences)

**What is the desired result?**
(e.g. Footfall, traffic, up-lifts, product recall, product redemptions)

**How and when will this be measured?**

**Timings:**
What do we want to say to them? / the proposition
(single-mindedness is essential here; supporting information goes below)

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**Supporting information:**
(why should they believe you or find your message relevant or interesting?)

**Tone of voice:**
(how do we want to come over, in brief)

**Media elements:**
(preferred media, media already booked or allocated, past campaign results, media to avoid)

**Number of ads / time length:**

**Competitor campaign activity:**

**Environmental challenges:**

**Seasonality:**

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**Campaign elements:**
(dates, timings for campaigns and why, trading patterns – any key times)

**Existing assets:**
(what assets currently exist and is there scope to develop more for specific media formats if required?)

**Budget:**
(over what time period / budget split)