



BRIEFING TEMPLATE

DATE OF BRIEF	
DATE BRIEF RECEIVED BY AGENCY:	
CLIENT:	
CLIENT WEBSITE:	
NAME OF CLIENT THAT IS BRIEFING:	
CLIENT CONTACT DETAILS:	Mobile: E-Mail:
CAMPAIGN	
PURPOSE OF CAMPAIGN (e.g., awareness, consideration, conversions, installs, trials, engagement)	
CAMPAIGN BACKGROUND: (Briefly describe the brand/product and reason for campaign — e.g., new product launch, rebranding, seasonal promo, etc.)	
TERRITORY (Where will the campaign take place)	
DO YOU WANT / NEED IT TO LINK TO ANY ASSETS OF THE BRAND?	If yes, please give full details of the existing Brand Asset.
WHAT IS THE BUDGET WE NEED TO WORK TO?	Giving us the budget upfront helps us tailor the thinking to the budget and not waste time on something that may be out of reach.
CAMPAIGN TIMING (When would you like to launch your campaign?)	Start Date: End Date:
BRAND	What Brand and product range will we be looking at for this campaign?

BRAND VALUE PROPOSITION	What is the value of the Brand to the Consumer – something that differentiates it or is enough to make the consumer use it ahead of the competitor.
BRAND PAY-OFF LINE	What pay-off line are you currently using to communicate the Brand value to the target audience
BRAND'S ANNUAL OBJECTIVES:	1. 2. 3. All the above should be what the Brand is aiming to achieve in its current financial year.
BRAND'S CAMPAIGN OBJECTIVES:	1. 2. 3. All the above should be for this specific campaign and nothing else.
TARGET AUDIENCES	Who are we specifically trying to reach in this campaign? (age, gender, interests, location)
CONSUMER CHALLENGE	What is the challenge you are experiencing <u>with the target audience</u> that you are trying to address here?
BRAND STORY	What is the Brand story we need to communicate?
MARKETING ACTIVITY:	Are you doing any marketing that we need to be aware of? Please share TVC's. Radio ads, artwork, links, etc. so we can use them as reference.
ANY SPECIFIC THINKING	Did you have anything in mind that you were thinking of / wanting to do in this campaign? This will help direct us against your expectations if you do have any.
CHANNELS:	What channels were you wanting to reach through this campaign?
REWARDS PROGRAM:	Are there an existing Loyalty and Rewards program / platform in place with the Target Audience? If yes, please provide details / user journey / benefits.
REWARDS? INCENTIVES:	Please give details of rewards/giveaways you had thought of for this campaign (if any)

BRAND WEBSITE:	Please give details to where we can see the Brand on the internet (and source more information if required)
BRAND CI:	Is there a Toolkit OR Creative CI that you can send to us? Really needed so we can align to the Brand/s CI when we revert with our creative thinking and materials.
RESEARCH / OTHER INFO:	Any stats/research, past results, links, or insights that could assist us in our thinking and understanding of everything? Please share anything that will help us in our development of the campaign and its mechanics