|  |  |  |  |
| --- | --- | --- | --- |
| Project name | *Insert project name here* | **Briefed by** | *Insert name here* |
| Project number | *Insert project number here* | **Date** | *Insert date here* |
| Department/agency | *Insert cost centre here* | **Contact details** | *Insert phone/ email here* |
| Purchase order | *Insert PO here, if available* | **Creative agency** | *Insert creative agency here* |
| Tiering qualifiers | | | |

**YOU MUST ALLOCATE THIS BRIEF TO A SPECIFIC TIER PRIOR TO OMD COMENCING THE WORK**

**Strategic Tier  Implementation Tier  Execution Tier  Digital Performance Tier**

|  |  |
| --- | --- |
| Decision makers  *Insert name here* | **Stakeholders**  *Insert name here* |

|  |  |  |
| --- | --- | --- |
| **Critical problem** | | |
| **Strategic market brief background. What is keeping us awake at night? What are our customers currently doing? What is happening in their systems? What is the behaviour change we’re trying to drive?**  Enter here | | |
| **Objectives** | | |
| **What are the key goals for this campaign?**  Enter here | **What are the measures of success / key metrics?**  Enter here | |
| **Marketing and communications task** | | |
| **What do we want our audience to know, intend and/or do as a result of this campaign?**  Enter here | | |
| **Communications approach** | | |
| **Are we looking for big ideas, media partnerships, socially enhanced activities, something to cut-through: shock or engage, content, broadcast initiative, experiential etc.?**  Enter here | | |
| **Deliverables** | | |
| **What do we need the agency to deliver to achieve results?**  Enter here | | |
| **Target audience** | | |
| **Who are we trying to influence? Describe them in terms of demographics, attitudes, size, and behaviour.**  Enter here | | **What are the key barriers for our audience?  What and who influences their choices?**  Enter here |
| **Insight/s** | | |
| **What is/are the consumer insight/s that drives this brief? Please provide any relevant research or information you have on the behavioural change you are looking to drive.**  Enter here | | |
| **Stages of Change/ Journey** | | |
| **Where in the stages of change/logic model path are we intersecting and influencing our target?**  Enter here | | |
| **Key messages** | | |
| **What are the key messages to be communicated and measured?**  Enter here | | |
| **Creative assets** | | |
| **Are there existing assets that could or should be used as part of this brief?  What creative executions are/will be available?**  Enter here | | |
| **Paid, owned, and earned** | | |
| **Please advise if there is any existing paid activity or earned program of work. What owned assets are available for this campaign (website, signage etc.?)**  Enter here | | |
| **Measurement** | | |
| **Is it website traffic, audience reach, social followers, video views?  KPIs to be included subject to campaign idea.**  Enter here | | |
| **Regions / markets** | | **Creative agency** |
| **In order of priority**  Enter here | | **Who is developing the creative assets?**  Enter here |
| **Timings** | | **Budget** |
| Enter here | | Enter here |
| **Mandatories** | | |
| **List any mandatory activity requirements for this brief i.e. TV must be included, social media campaign, content development. Or list what needs to be avoided: no viral video, etc.**  Enter here | | |
| **Any other relevant information?** | | |
| Enter here | | |