**NSW GOVERNMENT BRIEF TEMPLATE**

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| **CONTACTS** | **TYPE OF RESPONSE REQUIRED** | **BUDGET** |
| **Client Contacts:**  **Atomic Contact:**  Ilona Evans  i.evans@atomic212.com.au  0414661429 | E.g. Media Plan & supporting email, presentation |  |
| **CATEGORY/ PRODUCT** | **CAMPAIGN** | **PEER REVIEW REQUIRED?** |
|  |  | YES/NO |
| **CAMPAIGN START DATE** | **CAMPAIGN END DATE** | **RESPONSE DUE** |
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| **SUMMARY & BACKGROUND** |
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| **PURPOSE OF THE BRIEF** |
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| **TARGET AUDIENCE** |
| **Demographic:**  **Custom/lookalike audiences/past attendance:**  **Interests:** |
| **MEASUREMENTS AND LEARNINGS** |
| **MEDIA KPIs/OBJECTIVES**  **BUSINESS OBJECTIVES** |
| **CREATIVE TERRITORY & ASSETS** |
| **What is the creative idea/territory/platform?**  **Please list all assets available, including duration, format and dates they will be available.**   |  |  |  |  | | --- | --- | --- | --- | |  | **Asset** | **Duration/Format** | **Availability** | |  | TVC |  |  | |  | Radio commercial |  |  | |  | Press ad |  |  | |  | Magazine ad |  |  | |  | Out of home – static |  |  | |  | Out of home – digital |  |  | |  | Cinema |  |  | |  | Digital display |  |  | |  | Videos |  |  | |  | Social |  |  | |  | Other – please specify |  |  |   **Owned channels:**  **Details on any direct or contra deals that you will have in market for campaign:**  **Is there scope to produce assets outside of the above? Will any production costs need to be included in the media budget?** |
| **LANDING PAGE(S)** Please specify the desired action if it’s more than one |
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| **OTHER CONSIDERATIONS** Eg. mandatory channels or must use assets |
| **Mandatory channels:**  **Mandatory assets:**  **Creative development needed (eg. HTML5):** |
| **PRESENTATIONS REQUIRED** |
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