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| Havas Media  Client Briefing Template  NSW Government: Premier & Cabinet |
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Department:

Product/Brand:

Campaign name:

Market scope:

Brief completed by:

Date of brief:

Deadline:



1. **Challenge and Business & Marketing Objectives**

* What are the key challenges to overcome?
* What are the potential marketing issues you anticipate? (Pricing, competition, etc…)
* What are the key business/marketing objectives? (Sales, growth, market share, price, etc.)

**2. Success Metrics (KPIs)**

* What does success look like?
* On which KPIs will the success of this campaign be measured? (Media Performances, Awareness, Consideration, Behaviour (Sales/Engagement), Advocacy, etc.)
* Please provide benchmarks for evaluation

**3. Role of Communications**

* What role does media and communications need to play in this campaign? (Launching? Rebranding? New feature/offering?
* What do you want the communication to do? (What message do you want consumers to take away specifically?)

**4. Market Context**

* Overview of market dynamics
* Overview of the competitive set (direct and indirect)
* What/where are the key purchase/engagement moments?

**5. Brand Context**

* Overview of the Brand/Product/Department positioning
* Any relevant historical work, context and learnings?

**6. Additional Brand/Marketing Actions**

* What other marketing actions are planned and when to support this campaign? (Promotions, events, experiential, PR, CRM, etc.)
* If not briefing all agencies at once, please outline the role of other disciplines

**7. Product or Service Features/USP**

* Overview of the Product features/specs/benefits
* Overview of how it compares to others in its category
* Special category first/breaking innovations
* What makes this campaign/offering unique?

**8. Consumer Context**

* How do you define your target audience, in terms of: Psychographics (values, attitudes, concerns) or demographics
* Are you open for us to challenge this and make proposals beyond these definitions?
* Is your target audience fully aligned with your current consumer?
* Is there primary or secondary audience?
* CALD?

**9. Period of Communication/Campaign Timeline**

* When is the campaign planned to start? For what duration? When is the deadline?
* Are there any other timing factors we need to consider? Taking into consideration brief approval

**10. Creative Consideration**

* What creative material is planned to be developed?
* Key messaging to be delivered to audience? (Creative platform, tagline etc.)
* Other activities that will support the campaign?

**11. Budget**

* What is the total net media budget available for this campaign?
* Regional/Metro split?

**12. Deliverables?**

* What must be delivered?

**13. Any other relevant information**

**14. Attachments**

* Please attach any relevant documents, creative or research etc.