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| PROJECT NAME | INSERT PROJECT NAME HERE |
| PROJECT NUMBER | INSERT PROJECT NUMBER HERE |
| COST CENTRE / DEPT | INSERT COST CENTRE HERE |
| CONTRACT NUMBER | INSERT CONTRACT NUMBER HERE |
| BRIEFED BY | INSERT NAME HERE |
| DATE | INSERT DATE HERE |
| CREATIVE AGENCY | INSERT CREATIVE AGENCY HERE |
| ACCOUNT NUMBER | INSERT ACCOUNT NUMBER (4 DIGIT CODE) |
| TYPE PROJECT  OR ANNUAL PLAN | |

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| DECISION MAKERS |

ENTER TEXT HERE.

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| STAKEHOLDERS |

ENTER TEXT HERE.

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| BACKGROUND - Strategic market brief background. What is keeping us awake at night? What is happening  in the marketplace? What are our competitors doing? What are some past key learnings that are relevant  to this brief? |

ENTER TEXT HERE.

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| BUSINESS PROBLEM - What is the key business problem/s we’re trying to solve or behavioural change  we are trying to drive? |

ENTER TEXT HERE.

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| OBJECTIVES - What are the key goals for this campaign? |

ENTER TEXT HERE.

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| What are the measures of success / key metrics? |

ENTER TEXT HERE.

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| MARKETING AND COMMUNICATIONS TASK - What do we want our audience to think, feel and/or do  as a result of this campaign? |

ENTER TEXT HERE.

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| 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 TEXT HERE.

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| DELIVERABLES - What do we need the agency to deliver in order to achieve results? |

ENTER TEXT HERE.

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| TARGET AUDIENCE - Who are we trying to influence? Describe them in terms of demographics, attitudes, size and behaviour.  Please specific any CALD or Indigenous specific segments |

ENTER TEXT HERE.

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| What are the key barriers for our audience? What and who influences their choices? |

ENTER TEXT HERE.

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| INSIGHT/S - What is/are the consumer insight/s that drives this brief? Please provide any relevant  research or information you have on the product or behavioural change you are looking to drive. |

ENTER TEXT HERE.

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| CONSUMER PATH - Where in the consideration path are we intersecting and influencing our target? |

ENTER TEXT HERE.

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| KEY MESSAGES - What are the key messages to be communicated and measured? |

ENTER TEXT HERE.

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| 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 TEXT HERE.

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| 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 TEXT HERE.

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| MEASUREMENT - Is it website traffic, audience reach, social followers, video views? KPIs to be included  subject to campaign idea. |

ENTER TEXT HERE.

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| REGIONS / MARKETS - In order of priority |

ENTER TEXT HERE.

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| CREATIVE AGENCY - Who is developing the creative assets? |

ENTER TEXT HERE.

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| TIMINGS |

ENTER TEXT HERE.

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| BUDGET |

ENTER TEXT HERE.

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| 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 TEXT HERE.

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| ANY OTHER RELEVANT INFORMATION? |

ENTER TEXT HERE.