**THE BETTER PLANNING PROCESS**

|  |
| --- |
| **A Behaviour Change Brief**  Deliverables   * Full end to end process * HVA analysis * UM Change model theory * Connections strategy * Moments analysis * Connections framework * Connections plan and measurement   Process  At UM we believe in creating true behaviour change for our clients. We do this by combining the power of intelligence, with the art of insight, to drive better outcomes.  We’re a curious bunch at UM. That’s because we believe that curiosity fuels creativity and strategic thinking. It’s only by better understanding your business, your consumers and your goals we can begin to identify unique connection opportunities. We ask plenty of questions below, but rest assured everyone is designed to ensure we get the very best result for you.    The best thinking and the most innovative solutions take time to come together. When we respond to your brief we will follow our Better Planning Process to ensure that rigour and creativity is injected at every stage. The timeline below has been put in place to enable us to deliver the highest standard of work back to you. If we seem strict in sticking to it, it’s only because we want to produce the best work for you.  Of course there are times when a tight turnaround just can’t be helped - in these instances please be aware that we will have to hurry through critical parts of the process and as such optimal performance cannot be guaranteed.  Timing: **4-8 Weeks**  **Media Buying Signoff** → Must occur 8 weeks prior to on-air/appearance dates |

**CAMPAIGN DETAILS**

|  |  |  |
| --- | --- | --- |
| COMPANY | | PRODUCT / CAMPAIGN |
| Company name goes here | | Product or campaign goes here |
| CLIENT CONTACT | | CLIENT PHONE |
| Brief owner's name goes here | | Brief owner phone number goes here |
| BRIEF DATE | RESPONSE DATE | |
|  |  | |
| PEER REVIEW DATE | | |
|  | | |
| BRIEF CLASSIFICATION | | |
| Urgent  Normal  Low | | |

**SETTING THE SCENE**

|  |
| --- |
| WHAT’S THE BACKGROUND TO THIS BRIEF? |
| Is there any background information we should be aware of?  From a business and marketing POV what is driving the need for this brief? |
| WHAT IS THE CURRENT BRAND STRATEGY/DNA |
| If we don’t already have it, please provide us with the latest Brand architecture/DNA/blue print. |

**CAMPAIGN OBJECTIVES**

|  |  |
| --- | --- |
| WHAT ARE YOUR BUSINESS AND MARKETING OBJECTIVES? | HOW WILL THESE BE MEASURED? |
| Detail your objectives here | Explain how you will assess whether your objectives have been met |
| WHAT MUST YOUR COMMUNICATIONS ACHIEVE TO DELIVER THESE TARGETS? | HOW WILL THESE BE MEASURED? |
| Detail your objectives here | Eg. Increased brand or advertising awareness, improvements in brand health attributes, preference/consideration, etc. |

|  |
| --- |
| IS THERE A MANDATED ROI TARGET THAT WE NEED TO CONSIDER? |
| Clearly detail your ROI goals here |

|  |
| --- |
| WHAT IS KEEPING YOU AWAKE AT NIGHT? |
| (With regards to this campaign obviously?!) |

**PAST LEARNINGS/RESEARCH**

|  |
| --- |
| ARE THERE ANY PAST LEARNINGS WE SHOULD BE AWARE OF THAT MAY IMPACT OUR RESPONSE TO THIS CHALLENGE? |
| Outline anything you have learnt from previous campaigns including any research findings on key audience segments including CALD and Indigenous audiences. |
| PLEASE PROVIDE ANY CATEGORY/BEHAVIOURAL DATA? EITHER AS ATTACHMENT, RAW FILES OR ACCESS TO DASHBOARD. |
|  |

**COMPETITIVE CONTEXT**

|  |
| --- |
| IS THERE ANY CATEGORY OR COMPETITIVE CHALLENGES WE SHOULD BE AWARE OF? |
| How do you define your competitive set?  Are there any competitive dynamics or behaviours we should be aware of that will impact our response? |

**TARGET AUDIENCE**

|  |  |  |
| --- | --- | --- |
| WHO IS YOUR MOST VALUABLE PROSPECT/TARGET? | | |
| Eg. Demographics, psychographics, segmentation studies etc.  Consider where your growth is going to come from?  Have you done a volumetric analysis? | | |
| CALD/ INDIGENOUS REQUIREMENTS | | |
| (i.e. exempt or 7.5% required) | | |
| WHAT DO THEY CURRENTLY THINK, FEEL AND DO WITH REGARDS TO YOU? | | |
| Eg. Usage and attitudes, perceptions etc. | | |
| They THINK | They FEEL | They DO |
|  |  |  |
| WHAT WOULD YOU LIKE THEM TO THINK, FEEL AND DO? | | |
| EG. Desired emotional and behavioural outcomes | | |
| I want them to THINK | I want them to FEEL | I want them to DO |
|  |  |  |

**BROADER COMMUNICATIONS STRATEGY**

|  |
| --- |
| IS THERE AN EXISTING COMMUNICATIONS OR CREATIVE IDEA THAT WE MUST ADHERE TO? |
| Please provide details and where possible include a summary of the strategy including any existing CALD audience approach. |
| ARE THERE ANY EXISTING ASSETS THAT WE SHOULD/MUST TAKE INTO ACCOUNT? |
| Provide a comprehensive list of any assets together with key contacts where relevant |
| HAVE YOU AGREED KEY MESSAGES AND CAMPAIGN LOOK AND FEEL? |
| List any key messages and supply us with creative materials to ensure campaign consistency |
| WHAT OTHER MARKETING ACTIVITIES DO YOU HAVE PLANNED THAT MIGHT INFLUENCE THE CAMPAIGN? |
| Outline any other marketing activities and where possible provide us with a timing plan so we can account for these in the development of the communications plan. Mention any stakeholder or community engagement activities if any in relation to CALD/Indigenous audiences. |
| ARE THERE ANY OTHER AGENCIES THAT WE SHOULD BE COLLABORATING WITH? |
| Name the agencies involved, their role/responsibilities and contact details |

**CAMPAIGN LOGISTICS & BUDGET**

|  |  |  |  |
| --- | --- | --- | --- |
| WHEN SHOULD THE CAMPAIGN BE IN MARKET? | | | |
| START DATE | | END DATE | |
|  | |  | |
| ARE THERE ANY GEOGRAPHIES YOU WOULD LIKE US TO FOCUS ON OR EXCLUDE? | | | |
| Detail your priority markets and any areas that should not be considered | | | |
| Regional spend / area priorities: | | | |
| ARE THERE ANY SPECIFIC CHANNELS YOU WOULD LIKE US TO CONSIDER? | | | |
| Please list any channels here | | | |
| WHAT IS YOU BUDGET FOR THIS CAMPAIGN? | | DOES THIS INCLUDE PRODUCTION? | |
|  | | The production budget is : | |
| FINANCE CODES | | | |
| PO: | Cost Centre: | | Project Code: |

**AND FINALLY…**

|  |
| --- |
| IN ONE SENTENCE, WHAT DO YOU WANT US TO DELIVER? |
| Enter your sentence here |

|  |
| --- |
| IS THERE ANYTHING ELSE THAT YOU THINK COULD SPARK OUR CURIOSITY? |
| Enter information here |