**THE BETTER PLANNING PROCESS**

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| **A Digital Performance Brief**  Deliverables   * Past campaign analysis and learnings. * Audience research and consumption habits. * Connections Plan. * Measurement framework.   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: **2 Weeks** |

**CAMPAIGN DETAILS**

|  |  |
| --- | --- |
| COMPANY | PRODUCT / CAMPAIGN |
| Company name goes here | Product or campaign goes here |
| CAMPAIGN URL | |
|  | |
| 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**

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| 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? |
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**CAMPAIGN OBJECTIVES**

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| --- | --- |
| 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 |
| Digital KPIs (Clicks/CTR/CPC/CPA/ROI |  |
| Non Digital KPIs |  |
| IS THERE A MANDATED ROI TARGET THAT WE NEED TO CONSIDER? | |
| Clearly detail your ROI goals here | |

**PAST LEARNINGS & ANALYTICS**

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| --- |
| 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. |
| DO YOU HAVE ONSITE ANALYTICS THAT WE CAN ACCESS? |
| E.g. Google Analytics. |

**TARGET AUDIENCE**

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| --- |
| 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) |

**BROADER COMMUNICATIONS STRATEGY**

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| --- |
| IS THERE AN EXISTING COMMUNICATIONS OR CREATIVE IDEA THAT WE MUST ADHERE TO? |
| Key Messaging |
| 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 |

**CHANNELS & ASSETS**

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| ARE THERE ANY SPECIFIC CHANNELS / CHANNEL MIX YOU WOULD LIKE US TO CONSIDER? |
| Please list any channels here |
| WHAT OWNED DIGITAL ASSETS DO YOU HAVE? |
| Please list any assets here e.g. website, blog, facebook, Instagram, twitter, app etc. |
| ARE THERE ANY EXISTING CREATIVE ASSETS? |
| Video, Display, Social etc? |

**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: | | | |
| 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 |

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