NSW GOVERNMENT

MEDIA BRIEFING DOCUMENT

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| SUMMARY OF CONTACT INFORMATION | |
| CLIENT / DEPARTMENT |  |
| PRODUCT |  |
| CAMPAIGN |  |
| CLIENT CONTACT |  |
| DATE OF BRIEF |  |
| CREATIVE AGENCY & CONTACT |  |
| RESEARCH AGENCY & CONTACT |  |
| RESPONSE DEADLINE  Wavemaker recommendation required by when? |  |
| HAS THIS BRIEF BEEN APPROVED BY MEDIA DIRECTOR / CENTRAL COMMUNICATIONS DEPARTMENT APPROVED THIS BRIEF? |  |
| DOES THIS BRIEF REQUIRE AN INTEGRATED RESPONSE FROM WAVEMAKER AND OTHER PARTNERS E.G. CREATIVE AGENCY? |  |
| WHICH STATES / COUNTRIES ARE COVERED BY THIS BRIEF?  E.G. Just Australia? Just NSW? Should we be engaging audiences in other countries? |  |

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| ESSENTIAL BRIEFING INFORMATION | |
| BUDGET  (Note: Budget provided should ideally be for media activity only and exclude GST)  Are there any other elements (e.g. Outdoor Production and Installation) that need to be accounted for in this budget? |  |
| CAMPAIGN PERIOD  Start and end dates. Any pre-determined phases. |  |
| WHAT IS THE CENTRAL PROBLEM OR OPPORTUNITY INFORMING THIS BRIEF?  Is this campaign about changing behaviour, taking action, encouraging sign-ups or changing perceptions? |  |
| PLEASE OUTLINE THE KEY BUSINESS AND MARKETING KPIs FOR THIS BRIEF  Please include the numerical targets that this campaign to be measured against. |  |
| HOW WILL SUCCESS BE MEASURED AND OVER WHAT TIME FRAME?  Have measurement solutions already been put in place or would you like Wavemaker to recommend a measurement methodology as part of the response? |  |
| WHAT IS THE SINGLE MOST IMPORTANT MESSAGE, PROPOSITION OR BENEFIT TO GET ACROSS DURING THIS CAMPAIGN? |  |
| WHO IS THE TARGET AUDIENCE FOR THIS BRIEF?  Please go beyond demographics where possible.  What demographic, psychographic, social groupings, attitudes, lifestyles etc. define this audience?  Which audiences represent the main sources of impact? Where will success come from? (max. 2)   1. Primary 2. Secondary |  |
| WHAT ARE THE REQUIREMENTS FOR CALD / INDIGENOUS AUDIENCES?  Mandatory ethnicities? |  |
| WHAT DO WE WANT THE AUDIENCE TO THINK, FEEL AND DO AFTER SEEING & ENGAGING WITH THE COMMUNICATIONS? |  |
| REGIONALITY AFFECTING THIS BRIEF  Coverage Area  Metropolitan / Regional Split  Any key LGAs, towns, suburbs to focus on?  Please include as much information as possible |  |
| WHAT HISTORICAL LEARNING CAN INFORM THE RESPONSE? HAVE ANY PREVIOUS CAMPAIGNS BEEN RUN AGAINST THIS OBJECTIVE (EITHER FROM WITHIN YOUR ORGANISATION OR EXTERNAL EXAMPLES)? |  |
| HAVE ANY PREVIOUS CAMPAIGNS BEEN RUN TO ENGAGE THIS TARGET AUDIENCE (EITHER FROM WITHIN YOUR ORGANISATION OR EXTERNAL EXAMPLES)? |  |
| COMPETING & COMPLEMENTARY MESSAGING  Are other companies or organisations attempting to reach this target audience or evoke similar actions / decisions / behaviour? Is there any Federal or local council communication on this subject?  What information is available about the way these organisations communicate, successes and failures, historical and anticipated future activity? |  |
| SEASONALITY & TRIGGERS  What are the key times of the year for the actions / decisions / behaviours?  Are there specific triggers that are aligned to the actions / decisions / behaviour e.g. changes in weather, seasons, calendar events? |  |
| MANDATORIES  Are there any key channels, activities or materials that must be included in the response? |  |
| APPROVAL PROCESS  Who has approved this brief? How will the response be presented e.g. will there be a two stage response with an initial response the wider team followed by summarised presentation to senior leadership for approval? Is a Peer Review required? |  |
| PREFERRED RESPONSE METHOD  Do you have a preferred method for Wavemaker to respond in? PowerPoint? Word? |  |

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| OTHER BRAND CONSIDERATIONS, CREATIVE AND OWNED ASSETS BACKGROUND | |
| EXTERNAL FACTORS THAT MAY AFFECT PLANNING OF THIS CAMPAIGN  Does Wavemaker’s response need to take into account any other streams of communication, e.g. PR, direct marketing, influencers, professional/trade bodies, promotions, events, etc.? |  |
| BRAND PURPOSE / DISTINCTIVE ASSETS  Does your organisation have a particular brand purpose or mission statement that guides how you engage with and communicate to consumers?  Are there any distinctive assets in the form of logos, straplines etc. that should form centrepieces of this campaign? |  |
| CREATIVE CONSIDERATIONS & ASSETS  Please outline all creative assets currently available and in development  Are there any mandatory elements you expect to see, or any production budget restrictions that result in media executions that have to be avoided? |  |
| ADDITIONAL DIGITAL INFORMATION  What digital assets are already in place? Does this campaign have a website that it should direct to? Is this a new or existing page, is your site responsive to different device or optimised for mobile?  Do you have other digital assets e.g. Facebook page, Twitter, mobile app?  Do you have existing Search Engine Marketing (SEM) and Optimisation (SEO) activity or require and Wavemaker recommendation. Can Wavemaker have admin access to your analytics to enhance optimisation of the campaign?  Does your website include any information translated for CALD audiences? What is the user journey for someone who clicks through on an in-language digital ad? |  |
| FACEBOOK  Please confirm the page from which any paid activity will be posted from  Ie: NSW GOVERNMENT |  |