

Drop us the details of your brief here

BRAND NAME

PRODUCT NAME

CAMPAIGN DATE

CAMPAIGN DURATION

CAMPAIGN PERIOD



BUSINESS CHALLENGE

What are the challenges your brand is facing from a brand, product, or category perspective and what are your key objectives? (increase in footfall, increase in market share, etc.)



BRAND OBJECTIVES

How do you want your brand to be perceived in the market?



COMMS MESSAGES

What are the key messages you'd like to communicate and what assets are available?



BRAND COMPETITIVE SET

Who are your main competitors and what's your key differentiator in the market?

Who are you addressing? (describe your audience beyond gender and geographical attributes i.e.: consumption habits, key interests, viewership habits etc.)



TARGET AUDIENCE



What are your primary and secondary markets?



KEY MARKETS



What's your brand personality and set of values?



BRAND TONE OF VOICE



What does success look like? (business targets, change in behavior, increase in footfall, traffic numbers, conversion etc.)



SUCCESS METRICS/ KPI's



How much are you planning to invest?



THE BUDGET



Do you have an idea in mind? Do you have any other campaigns running? Please add any additional background information that would inspire our thinking and get our creativity going.



ADDITIONAL CONSIDERATIONS

