

Brief for promotional activities

Project title:

Ordering party:

Deadline:

Information about the company/brand

Background of the project

Please, write a short explanation why this action is taken? What business challenge does the campaign aim to solve?

Information about the brand and communication platform

Mission, values, strategy, culture Please, write about what the brand offers (portfolio of products). Position of the company/brand on the market, strengths of the company/brand, significant features of the company/brand How does the brand want to be perceived by the consumers? What is the current platform of brand communication

Business environment and competition

Please, present the competition of the brand and the activities of the competition that you perceive as successful or not and why.

Target group

Please, write to whom the activities are targeted? What is the target group's relationship to the services/products offered, in what context are they used? What kind of lifestyle do the brand's audiences have? How are the customers segmented?

Goals

Please, determine the goals of the campaign and the key performance indicators. Targets may include sales, image, brand awareness, revenue, customer retention, etc.

Single Minded Message

What is the campaign's main message?

Rational and emotional benefits

What are the benefits you want to communicate to customers? What rational and emotional needs does your product/service satisfy? What user problems does it solve?

Distinguishing features compared to competitors

What are the most important features of your product or service that differentiate you from your competitors and are most important to the chosen target group?

What do we want to achieve through advertising communication?

How do we want people to feel when they encounter our communication? What behaviour do we expect from our consumers? What is the message that should dominate the communication?

Consumer insight

Which existing customer beliefs and attitudes should be used to create an advertising message (consumer insight)?

Communication channels

Please describe what brand promotion activities have been performed to date. Which communication channels have been the most effective? Why?

Agency assignments

Please outline the expectations for the agency at the proposal submission stage. What will be the agency's responsibilities after winning the tender?

Budget

What is the projected budget for the campaign? What is included in the budget (media buying, creation, production and support of the promotional activities)?

Schedule

Including the dates of: brief, debrief, submitting the offer, offer presentation, choosing agency, start of the campaign. What timeframe are the planned activities intended to cover?

Additional materials:

What strategic materials will the agency receive during preparation of the offer?

Brand strategy

Communication strategy

Competitor analysis

Consumer analysis

Researches/reports

Graphic materials (advertising material/content/photos that we can use in our communication)