



Marketing campaign briefing template

Company and brand

Company overview? (Revenues, staff, geographies etc.)

Please outline:

- Brand values
- Brand personality
- Brand positioning statement
- Vision and mission
- Histronics and idiosyncrasies
- Perceptions (Is the perception different to the reality?)

Market

Provide an overview of the market with a brief history

- Are there any relevant trends that could influence our response?

Geography

What region/key territories are we to communicate too? (e.g.: EMEA, APAC, NA, CALA, Swindon etc.)

- Are there any key geography idiosyncrasies that could influence our response?

Competition

Please list your main competitors and your ranking

- Do you have examples of competitor activity?
- Do you have a 'competitive product/service analysis'?

Target and audience

Who are we talking to?

- Age, sex and demographic
- Attitude, position and ambition
- Job function and job titles

What is target audience's current perception? (Both rationally and emotionally. What really turns them on and off?)

Focus on perception, not truth

- Product/service
- Company/organization

Do you own a suitable database we could use for this communication?



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Product and service

What is the product or service that you are to promote?

Any samples of existing/past activity for this product/service?

What are the distribution channels /routes to market?

Describe the sales cycle (Process/time)

What is the single most important benefit? (Ideally a word or a phrase)

Why should they believe that single benefit? (The features behind the benefit)?

What are the supporting benefits? (Checklist of supportive benefits ranked logically)

Can the features and benefits be mapped to different audiences? (If so, what/whom?)

Communication

What are your objectives for the job? (If more than one, split into primary and secondary)

1. Awareness: brand/product
2. Need recognition
3. Product demonstration
4. Establish a relationship
5. Data cleansing
6. Opportunity Identification
7. Suspect acquisition
8. Prospect Identification
9. Conversion: Suspects to prospects or prospects to sales
10. Education/information
11. Perception change
12. Thought leadership delivery

How will success of this project be measured? (Do you have KPI's? ROI benchmarks?)

What do you want the audience to A) Think, B) Feel, C) Know, D) Do, as a result of receiving this communication?

1. Think
2. Feel
3. Know
4. Do

As a result of our communication, what should be the target audience's desired perception of: A SINGLE thought each for 1) and 2) please

1. Product/service?
2. Company/organization?

Is there any specific product obstacles/pain-points you are trying to overcome?

Do you have examples of previous communications?

Were previous communications successful?

Do you/the company/the audience have preferred tools and tactics?

Do you have any fulfilment materials?

Do you have any mandatory inclusions? (Absolute must haves, corporate guidelines etc)

What is your approval process and via/with whom?



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Deadlines

What is the launch date?

Any other project milestones we need to be aware of?

Are you or key project personnel on holiday during the development of this project?

Deliverables

Please list what you expect to see in our response, e.g.:

- Estimates
- Detailed strategic presentation
- Overview strategic presentation
- Design concepts
 - Digital
 - Print-outs
 - Mock-ups/samples
- Project critical path
- Project milestones
- Communications plan
- Communications strategy
- Communications tools and tactics
- Marketing strategy
- Brand strategy
- Design strategy
- Messaging strategy
- Full copy
- Copy skeleton
- Concept headlines/subheads

Key Stakeholders/Project Team

Who are the key project stakeholders?

What are their roles/positions?

What are their contact details?

Miscellaneous

Do you have any background materials we could use for research?

Do you have any examples of reference materials you 'like' – even if it's unrelated?

Response presentation date?

Response presentation venue?

Response presentation attendees?

Do we need to sign an NDA?

Do you have a projector in your meeting room?