

Agency brief

To:	Agency name
From:	Enter your name
Project Name:	xxxx
Date:	xxxx

Details

Situation

What is the challenge facing the business, product or service that has led to this brief?

Objectives

Describe what marketing or business objectives will be achieved by this promotion?

What financial targets do you have to achieve?

What return on investment (ROI) do you expect?

What other objectives if any do you have for this promotion?

*Objectives should be SMACO - Specific, Measurable, Actionable, Clear, Ownable

Examples of this are:

Generate x number of sales leads

Raise customer awareness from x% to y%

Increase number of sales calls by x% in y months

Measurement

How will you measure success?

You can consider both quantitative measures like sales revenue or ROI. Or qualitative measures like product or service awareness and perceptions.

Who will be responsible for the measurement of this marketing activity and when will the results be required?

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Target customers
Who is your product or service aimed at and what do we know about them?
Which customer segment is this aimed at?
Is there any information available about the customer group? Try to create a picture of them. Who are they, what they like doing, their attitudes, behaviours and preferences.

The competition
Who are your competitors and what do you know about them?
What product or service do they offer in competition to this promotion and why is your offer different to your competitors?
What is your market position within the competitive market place? (Are you a; market leader, budget supplier, premium provider...)

The product or services message
Describe how the product or service you are promoting benefits the customer?
What is the main idea you want the customer to 'take out' of the promotion?
What do you want the customer to do, think or feel as a result?
What might be the barriers to purchase for the customer, create a compelling message to help change their mind.
Are there any other supporting messages in addition to the main message?

Your proposition and supporting statements

What is the product or service proposition?

Describe in a short and simple sentence what the product or service does and why it's right for your customer. How it's the product or service different from or better than the competitions.

Why should people believe your proposition? How would you persuade a friend to use the product/service?

The benefits:

What can you say that supports the product or service?

What are the key product/service features and benefits, name the top 3 in order of priority to keep the proposition simple.

Budget

Do you have a set budget for this promotion or do you require a cost proposal to enable you to set your budget?

Provide the agency with an indication of your budget, allowing them to provide a realistic reply.

Timings

When is the activity scheduled to begin?

When do you need the initial agency response by and does the agency need to allow for anything in their timing plan? i.e. Staff inputs or signoffs.

How does the timing of this promotion impact on any other marketing activity being carried out?

Agency requirements

What is the required output of this brief, do you require a written and/or creative proposal?

How many creative/concept options would you like?

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Other considerations
Are there any design, size, format, distribution or production considerations?
Is there anything that should be avoided or has not worked well in the past?
Are there any legal, regulatory, social, economic, seasonal or environmental factors that should be considered in developing a response to this brief?

Brief Approval	Comments	Signed