

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?

*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?

Target customers

Who is your product or service aimed at and what do we know about them?

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?

The product or services message

Describe how the product or service you are promoting benefits the customer?

Budget

Try to provide the agency with an indication of your budget to allow 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.

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?

Other considerations

Are there any design, size, format, distribution or production considerations?

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