

Media Focus Briefing Document

Campaign Objectives

- What does the advertising need to achieve? Is it to sustain measurable awareness? Is it for a product launch?

Products to be advertised

- What products will receive advertising and what is their value proposition?

Competition

- Who are the key competitors?
- How long have they been in market?
- Do they already have a base of equity of awareness or preference?

Target Audience

- Who purchases the products? Are there additional audiences you want to expand your message to?
- Where do your current customers consume media regarding your product today?
- Does your best customer today look like your best customer tomorrow?
- As your prospect investigates about the category, do they go online? Do they leverage peers? Social media sites?

Geography

- What countries will be supported with advertising? Are there any key markets/cities within these countries?

Campaign Timing

- What are the launch and end dates of the campaign?

Media Budget

- What is the budget for media only? Please list out budgets by country.
- What is your current share of voice versus competition?
- Do you have metrics in place such as GRPS?

Creative Unit(s)

- What are the anticipated creative units (i.e., full page 4-color, spread 4-color)?

Tradeshows/Events

- Please list key tradeshows/event that you will be participating in

Other Marketing Activity

- Will there be additional marketing activity implemented during the campaign (i.e., heavy PR, Channel/Sales efforts)?