

iapi

Institute of Advertising
Practitioners in Ireland



BRIEF TEMPLATE

Budget

Indicate the available budget and what this budget includes. Confirm if the budget includes or excludes agency fees, production costs and VAT.

Advertiser and product (or service) to advertise

Give key data about the company, the product category and the product, as well as the key competitors to the product. Make it clear to the agency what exact result you are trying to achieve with communication. Please try to be as specific as possible. IAPI agencies are happy to sign a non-disclosure agreement. An NDA is available to download from the IAPI website.

Product specifics

Describe the main advantages (factual and/or emotional) of the product in comparison with competition.

Campaign objectives

Be clear about exactly what you wish to achieve. Is this:

A launch?

A re-launch/re-positioning?

A sales-enhancing campaign with an unchanged positioning?

New news about the brand?

Is the main objective of the campaign to

- Increase sales to present consumers; or
- Attract new consumers
- Halt /reverse a decline
- Introduce new news
- Change a perception of a brand or service

Target group description

Describe the target group in demographic as well as, whenever possible, in behavioural terms. Give available research data, including brand awareness data for the product and its key competitors, as well as qualitative data regarding the consumers' perceptions of the product before the campaign. Assess, as much as possible using consumer language, what the consumers of the product think and feel about the product today. Indicate whether this is based upon research or empirical information.

Desired brand positioning

After the campaign, how should the consumer perceive the advertised product ("knowing, thinking, and feeling")? If you have existing research tracking or data information of the key performance indicators, please include these.

Priority messages

List the messages to communicate in order of priority. Remember, the most powerful communication is single minded.

Timing, extent of planning and budget information

Include a production timetable showing the proposed date(s) for agency presentation. Define the scope of the brief, e.g.

- Is it limited to media alone?
- What exact 'deliverables' are you expecting at the pitch presentation?
Keep the list of deliverables tight.

Responsibilities

Give client's main contact point and availability. The agency is expected to offer one person as the one responsible for driving the project.

Legal, social or other relevant information

Should the campaign take into consideration legal or self-regulatory constraints?

- Are there trademark related sensitivities to take into account?
- Are there ethnic or social sensitivities related to this product or product category, or to its area of distribution?

Transparent cost template

Please provide a transparent cost template for either agency fees or any media costs and discounts that are required.

Any other information relevant to the assignment



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