

iapi

Institute of Advertising
Practitioners in Ireland



PUBLIC SERVICE CREATIVE BRIEF TEMPLATE

21 November 2014

Advertiser Details

What government department or public service organisation is commissioning this campaign? Where multiple departments and organisations are involved, please indicate the lead department/organisation.

Key Contacts

Please specify the key people with responsibility for this creative brief and campaign.

Project Name

What is the project name e.g. Stop Smoking Campaign, Mental Health Awareness Campaign, Crime Prevention Digital Campaign

Project Background

Give a brief summary of why this campaign is being developed. What has been happening in our culture or society that indicates a campaign is now appropriate? What is relevant – consider triggers like:

- government or public policy changes
- demographic shifts
- shifts in cultural and social attitudes and beliefs
- emerging trends, issues and opportunities.

Campaign Objectives

What does the campaign aim to achieve. Consider:

Awareness Objectives (is there an information gap that the campaign is required to address? Does the campaign aim to increase awareness levels generally? Does the campaign aim to challenge misunderstanding?)

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Behavioural Objectives (What behaviour does the campaign aim to influence? What negative behaviour does the campaign aim to reduce? What positive behaviour does the campaign aim to initiate?)

Please nominate ONE primary objective and up to FIVE secondary objectives.

Be specific. If possible, detail current benchmarks and target objectives e.g. Awareness example: Increase awareness of changes to child allowance payments amongst parents of young children from X% to Y%.

Behavioral example: Reduce the incidence of binge drinking amongst young men from X to Y

Target Audience

Be specific. Where the audience seems very broad (e.g. the whole population), try to narrow the focus in any way possible – who will find the campaign most useful; is the “core” primary audience younger or older, male or female, rural or urban, conservative or liberal?

Describe the target audience in demographic and behavioural terms. Share research data including quantitative measures (normally expressed in numbers and percentages) and qualitative measures (normally relating to people’s beliefs and feelings about a topic). Share any insights you have about the audience and their knowledge and beliefs about this, and related, topics.

Priority Message

Specify the priority message to be communicated.

List any additional messages to be communicated in order of priority.

Mandatory Messages, Inclusions and Considerations

List any messages, logos or specifics that must be included in the communication materials e.g. deadline dates; organisation and contact details; legal requirements etc.

Specify any accessibility and language requirements the campaign must meet e.g. should the campaign be activated in any language other than English, should any or all of the campaign elements comply with any accessibility guidelines etc.

Tangible Action

What should the campaign ask people to DO? Be specific and try to think of behaviours beyond “visit the website” such as lock your doors, speak to your doctor first, file your tax return online, cut portion sizes, use your vote etc.

Campaign Deliverables

Specify campaign deliverables by channel. Consider the campaign requirements across TV, radio, outdoor, digital, web, press, print, social media, experiential and any other channels considered to be important or appropriate.

Campaign Evaluation

How will the campaign be evaluated? What specific measures, behaviours, attitudes, results will be used to determine the campaign's success.

Timing

When is the campaign due to start and end? What are the key dates in the campaign process from now until launch and completion? When do you want the agency to present initial and final proposals?

Budget

What is the total budget for the campaign. Where a decision has already been taken on budget allocation, please specify how this budget is to be split between agency fees, production and media. A specific budget will help the agency prioritise the strategic and executional elements in their response.

Additional Information

Share any other information that is relevant to this assignment. Share the results (good and bad) of previous campaigns, experience in other market and sectors, campaigns you admire from other countries and categories etc.



12 Clanwilliam Square, Grand Canal Quay, Dublin 2, Ireland.
t. +353 (1) 676 5991 f. +353 (1) 661 4589
e. info@iapi.com www.iapi.ie