

iapi

Institute of Advertising
Practitioners in Ireland



MEDIA AGENCY BRIEF TEMPLATE

Media Briefing

Client	
Budget	
Period	
Client contacts	
Agency contacts	

What are the business goals (e.g. increase market share, sales target increase etc)

What outcome do we want from our communication activity? (e.g. a visit to a website, go in-store, trial a product, text response etc)

Who do we want to engage, who are we talking to? (eg demographics, define their mindset towards our product, our competitors, the product category etc)

What do we know about this consumer that will motivate and excite them about our product or service?


What problems, barriers, beliefs do our target customer have with the product, service or brand?

What is the product/service truth, the reason for customers to believe in what we say?

What do we want consumers to think and how do we want them to feel as a result of this activity?

Are there any factors that should be taken into account (e.g. regional, seasonal, legislation, mandatories etc)

How are we going to measure success for this activity? (Eg sales, attitude change, awareness increase, brand advocacy?)



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