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| Logo  Description automatically generated | | |
| **Agency briefing form** | | |
| List outline | **Details** | | |
| **Project name** | | *Name* |
| **Project owner** | | *Name* |
| **Key stakeholders** | | *Are there any other internal/external stakeholders?* |
| **Agency** | | *Name* |
| **Brief date and version** | |  |
| **Job number** | |  |

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| Stopwatch 75% outline | **What’s required?** | |
| **The agency output and channels required** | | What output do you expect the agency to produce?  Define what the agency remit is… strategic thinking, brand new concept or purely design.  If you have already decided which channels to deliver your message, what is it? Direct Mail, Email, Social etc…Define specific outputs required i.e. copy for x5 emails no design or build required. Are there any specific digital production or print requirements for this project?  Are you open to strategic input? Is there scope for the agency to suggest alternative channels to deliver the message? |
| **Timings** | | What are the key timings and deadlines for this project? When is the activity live? Do you require a timing schedule as part of the job? |
| **Budget / costs** | | What is the budget, broken down in a way appropriate for the brief? Do you want the agency to quote ahead of commencing with work? |

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| Upward trend outline | **The objectives** | |
| **Measurements of success** | | What is the business objective or criteria for success? What are the KPIs?  What’s the process in place for reviewing the success? |
| **Customer objectives** | | What is the desired response from the customer? How do we want to make them feel, make them think, make them do? |

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| Store outline | **The market context / background** | |
| **Key challenge** | | What problem or opportunity are we solving? Give some brief context and background. |
| **Internal and external factors driving the challenge** | | What internal and/or external factors are driving this challenge?  Who are our key competitors? What are their strengths? What are their weaknesses? Are there any market factors pertinent to the brief?  Have there been any major events? New entrants? |
| **What have we done before? And what were our learnings?** | | What have you done in this space before? And what did you learn from them that might help this project be successful? |
| **Is the project time specific?** | | Is the communication linked to an event that is time specific? |

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| **User outline** | **Prospect/Customer** | |
| **Who are the audience(s)** | | Who are we talking to? Is there any audience segmentation required? |
| **Audience insights** | | What insights do we have into this audience/s? What need or issue are we looking to address or help with? |
| **What prior communications will they have received?** | | Is this the first time we have spoken to this customer? Or will they have received other communications prior to this? What were they? Is the project part of a wider process? Where relevant, attach previous communications they will or have received and/or customer journey to the brief. |
| **Customer objectives** | | What is the desired response from the customer? How do we want to make them feel, make them think, make them do? |

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| **Network outline** | **What do we need to communicate** | |
| **Lead messages / proposition** | | What is the most powerful thing/s we can say to influence the recipient? |
| **How can we support this lead message?** | | What proof points or brand truths best underpin these lead messages? What makes our proposition unique? |
| **Incentives?** | | Is there an incentive for the recipient to act? |
| **Calls to action** | | What are the calls to action? Is there a hierarchy for web, phone or paper response? What will the customer see next if they act? Landing pages, sales processes or follow-up communications? |

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| Warning outline | **Mandatories and guidelines** | |
| **Regulatory essentials** | | What are our regulatory requirements? What warning copy must we include? Are there any compliance considerations we should be aware of? |
| **Creative guidelines** | | What are the visual guidelines. Things to be aware or to be avoided i.e. we did it like this last time and didn’t like it |