

Mandatory and NOT editable

Mandatory at the current stage
and editable later on

Only mandatory to validate Phase 1

Purely optional

HAPPINESS

Dashboard

Notifications

Ben RicheboisBR

Phase 1: Strategy & Concept providing

Account BriefingConcept Providing BriefConcept ProvidingClient DebriefClient Approval

Project Name*

Project Name

Project type*

Select or type to add a new item

Brand*

Brand Name/Product

+

Key words for the project*

Key words for the project

Project Owner*

Ben Richebois

Kick off Date (international)

Tue, Feb 25 2020

12:00 AM

Client Meeting

Tue, Feb 25 2020

12:00 AM

Campaign Launch Date

Tue, Feb 25 2020

12:00 AM

Language*

Select your language...

Upload Client Briefing

Upload a brief

Attachment should exceed 8MB. Word documents (.doc & .docx), text file (.txt), Powerpoint (.ppt & .pptx) and PDF are allowed.

Extra link

Resources

CEO

CEO

CCO

CCO

+

Strategic Director*

Strategic Director

+

Creative Director*

Creative Director

+

Account Manager*

Ben Richebois

+

Concept Providers*

Concept Providers

+

Feasibility

Feasability

+

Internal consultant

Internal consultant

+

Objectives

Business/Marketing Objectives*

Market Share

KPI

Unit

Sales

KPI

Unit

Others

KPI

Unit

Communication Objectives*

SEE

Awareness

KPI

THINK

Awareness

KPI

DO

Awareness

KPI

CARE

Awareness

KPI

Budgets

Budget for Agency hours*

Insert an amount

USD

Budget for media*

Insert an amount

USD

Budget for Production*

Insert an amount

USD

WARNING

After submitting, you won't be able to edit this form anymore, due to data dependencies. Please ensure all information are correct.

SUBMIT JOB & NOTIFY SD

Save as draft

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Phase 01: Strategy & Concept Providing

022-Pepsi-2019-New Campaign



See the Account Briefing recap



Concept Providing Brief

Task/brief*

One sentence as the essence of the brief

The 7 W-questions*

WHAT do we need to know?

WHAT is the most important insight?

WHY are we communicating? (Core KPI)

WHO are we talking to?

WHAT do they think/feel now?

WHAT do we want them to feel after?

WHAT do we want them to do?

Single minded concept proposition

Describe in one sentence the SMCP

How de we communicate?

Tonality Brand Values

DO & DON'Ts

DO's

DON'Ts

Where do we communicate*

☐ TV/Cinema

☐ Activation

☐ Mobile

☐ Banners/GDN

☐ Social

☐ Podcast

☐ POSM

☐ Content

☐ Print

☐ Sampling

☐ Others

Connectivity Strategy briefing



SEE

TV/Cinema



Print



THINK

TV/Cinema



Print



DO

TV/Cinema



Print



CARE

TV/Cinema



Print



SUBMIT JOB & NOTIFY CD

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Review 01



Concept Title **Idea title 01**

Insight	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.			
Idea	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.			
How will it work high level?	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.			
Scale	1 — 2 — 3 — 4 — 5 — 6			
Keywords	<div>Insert keyword tags for the HDD</div> <div>#Keyword 1 × #Keyword 2 ×</div>			

Comments

Scale feedback 1 — 2 — 3 — 4 — 5 — 6



Write down the remarks from the internal meeting.

Send comments

☐ Save this idea to the HDD



Print the summary



Approve



Disapprove