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| Brand:  **Agency Brief** | Project: | Date: | Campaign Idea (when briefing for Execution): |

This is a brief for:

* Activation
* Event
* Promotion

Note: Roll your mouse over ▲ symbol for guidance on filling in the boxes

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| 1. A. What is the Job-to-be-Done and resulting marketing objective? [▲](#_top)   **JTBD de la marca:**  **JTBD de la ejecución:**  B. What is the role of communication & thus the measurable communication objective for this Job to be Done? [▲](#_top)  Note: if briefing for an Execution, please specify the JtbD & Objectives for that Execution. |
| 1. What insight drives this brief? [▲](#_top) |
| 1. Who is our target audience & their media consumption? [▲](#_top) |
| 1. A. Initial recommendation on disciplines and potential role of channels to reach and engage our target and why: [▲](#_top)   B. If Briefing for an Execution: What is the reason for the Executional Brief and what is the role of this execution within the Channel Strategy?' |
| 1. What do they think and do now? (in relation to our brand and its product category) [▲](#_top) |
| 1. What would we like them to think and do in response to the communication? [▲](#_top) |
| 1. What is the single most important point to communicate? [▲](#_top)   Why should they believe it? [▲](#_top) |
| 1. Practical requirements: 2. Timings: [▲](#_top) 3. [Budget Production:](#_top) [▲](#_top) 4. Geographical [Scope & Media Spend (highlight any key regional/local differences):](#_top) 5. Assets: [▲](#_top) 6. Mandatories [(if required, maximum of three):](#_top) ▲ 7. Legal & Other considerations: [▲](#_top) 8. Agency Next Step: [▲](#_top) |
| 1. IBC Leader: Unilever & Agency [▲](#_top)  * **IBC Leader Unilever:** * **IBC Leader Agencies:**  1. Team Members: |
| 1. Business Card Summary: [▲](#_top) |
| 1. Criterios que se van a evaluar para la elección del proveedor:  |  |  |  | | --- | --- | --- | | **Criterios de evaluación** | **Explicación del criterio** | **Ponderado** | | **1. Entendimiento general del brief** | Entiende la problemática y dirige su presentación a solucionarla |  | | | | | **2. Desarrollo de estrategia para resolver el reto (pensamiento estratégico)** | Entendiendo el reto, piensa estratégicamente en la gestión de resultados |  | | | | | **3. Creatividad en el concepto** | Innovación gráfica y conceptual |  | | | | **4. Cuidado y posicionamiento de marca (imagen)** | Buen manejo y respeto a la marca |  | | | | **5. - Capacidad de ejecución y Logística** | Desarrollo logístico |  | | | | **6. Conocimiento del mercado, el entorno y la competencia** | Investigación de mercado para preparación de la propuesta |  | | | | | **7. Calidad de la presentación** |  |  | | | | | **8. Buen uso y optimización del presupuesto** |  |  | | | |