

The detailed briefing is build up in three phases. Each phase has got it own characteristics, importance and relevancy and no phase can stand on its own. The three phases within the briefing are:

1. Marketing Brief
2. Communication Brief
3. Content Brief

(There are two other components that are important to the overall briefing – the Media Brief and Media Types Review (see below). Though both are important, they have more of an indirect impact on the outcome of the briefing and can be discussed at a later time.)

In the matrix below you will find the characteristics and relevancy of each phase.

Brief	Relevancy	Contents	Format
Phase 1 Marketing Brief	<ul style="list-style-type: none"> <li>• Important as Background information</li> <li>• Ideas</li> </ul>	<ul style="list-style-type: none"> <li>• Company</li> <li>• Market</li> <li>• Customer</li> <li>• Marketing</li> <li>• Product</li> <li>• Price</li> <li>• Distribution</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing report</li> <li>• Market research</li> <li>• Oral</li> <li>• Written</li> </ul>
Phase 2 Communication Brief	<ul style="list-style-type: none"> <li>• Very important</li> <li>• Without communication brief the agency cannot start</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement history</li> <li>• Other communication tools</li> <li>• Type of campaign</li> <li>• Communication of objectives</li> <li>• Target group(s)</li> <li>• Media</li> <li>• Budget</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Discussion</li> <li>• Oral</li> </ul>
Phase 3 Content Brief	<ul style="list-style-type: none"> <li>• Most important part</li> </ul>	<ul style="list-style-type: none"> <li>• Emotional information</li> <li>• Rational information</li> <li>• Visual Information and Stimulus Information</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Discussion</li> <li>• Oral</li> </ul>

Let's review the key components of the agency brief, starting first with the description of the objective of the phase, followed by the phase chapters and its questions.

### **Phase 1: Marketing Brief**

The objective of the Marketing Brief is to provide background information on the status quo, as well as the history of your organization. It includes information about your objectives, strategy and tactics.

#### **Company and Marketing Strategy**

- Size of the Company
- Revenue
- Profit and Losses
- Organization Structure
- Company Objectives and Mission
- Product Segmentation
- Market Segmentation
- Image of the organization
- Position of Marketing
- Strength and Weakness
- Marketing (Communication) Budget
- Product Positioning
- Product Development
- Product Directions

#### **Market Information**

- Market Structure
- Market Format
- Size of Market
- Status Quo
- Market Shares, Penetration
- Market Characteristics
- Competition
- Growth Opportunities
- Partners

#### **Marketing Target Group**

- Demographic Information
- Communication and Orientation behavior
- Buying Behavior
- Selection Behavior
- Motivation
- Budgets (average for top projects)
- Adoption
- Involvement
- Loyalty
- Attitudes, Interest, Opinions



### Distribution

- Distribution Channels
- Number of Distributors
- Kind of Distributors
- Distributors Strategy
- Franchising
- Involvement of Distributors
- Market Share of Distributors
- Directions of Distribution Channels
- Compensation of Distribution Channels

### **Phase 2: Communication Brief**

The objective of the Communication Brief is to give directions as to what needs to be accomplished from a communication point of view.

### Communication History

- Past Campaigns
- Results of Campaigns
- Reasons for Success or Failure
- Type and Theme
- Campaigns of Competition
- Success or Failures of Competition
- Body Text
- Experiences with Agencies
- Creative (Success or Failures)

### Communication Tools (Integration)

- PR
- PA (Public Affairs – Lobby)
- Exhibitions, Trade Shows
- Sponsoring
- Promotional (price)
- Direct Mail
- Telemarketing
- Internal Magazine
- External Magazine
- WWW
- Product Advertisement
- Out Doors
- Seminars
- Executive Tours
- Media Tours

### Communication Campaign

- Teaser Campaign
- Introduction Campaign
- Action Campaign

- Theme Campaign
- Season Campaign
- Collective Campaign
- International Campaign
- Institutional Campaign
- Combination Campaign
- Testimonials
- Product Campaign

#### Communication Target Group

- Type, Size, Reach
- Demographic Information
- Problems, Pain Points, Demand of Target Group
- Decision and Orientation Behavior
- Buying Behavior
- Selection Behavior
- Motivation
- Budgets
- Involvement
- Loyalty
- Attitudes, Interest Opinions
- Position within Organization

#### Communication Issues

- Create/Increase Branding
- Create/Increase Image Product Positioning
- Image
- Lead Generation/Revenue
- Product Knowledge

#### Media

- Kind of Media
- Media for Target Groups(s)
- Desired Reach
- Costs per 1000
- Contact Frequency
- Media Mix
- Media Research
- Media Buying

#### Trends and/or habits in Industry related to media

- Size/Format
- Testimonials
- House Style
- Specific Wishes
- Only in Certain Areas

#### Legal Aspects

- Claims
- Comparisons with Competition

#### Budgets

- Total Budget
- Media vs. Production
- Commissions
- Fees
- Fee Structure

### **Phase 3: Content Brief**

The objective of the content Brief is to define the message that needs to get across to the target group.

#### Content Brief

- Messages/Signals
- Behavior (Image vs. Identity)
- Claims
- Strengths and Weaknesses
- Reason Why
- Visual Information
- Emotional Information
- Rational Information
- Brand Personality
- Proposition (USP or Brand Personality)



**Briefing Summary (example)**



#### **Phase 4: Media Brief**

The objective of the Media Brief is to define the media that are going to be used to communicate the message to the target group.

##### **Media Brief**

- Format of Communication
- Communication Target Groups
- Communication Target Groups (how do they relate to the media)
- Contents of Communication
- Time Frame of Communication
- Budget
- Other Communication Tools
- Communication History
- Competitors Activities
- Claims and Legal Aspects

#### **Phase 5: Media Types Review**

The objective of the Media Type Review is to evaluate, based on the marketing and communication brief, which media fits best with the company message.

##### **Media Types**

- Television
- Radio
- Magazines
- Trade Publications
- Daily Newspapers
- Direct Mail
- Outdoor Advertisement
- Sponsorships
- WWW (company website)
- On-Line
- PR
- Buzz Marketing
- Events

The Media Type Review is to evaluate each communication vehicle. The review is simple based on three criteria: Positive, Negative, Not relevant

##### **Media Type Review: Television**

- High Impact
- Influence Sound, Image and Movement
- Wide Range across many Target Groups
- High Frequency in short Time Frame
- National / International wide Image
- Low Costs per Individual Contact
- "Zapping" Behavior



- High Production Costs
- Range within "Niche" Small (waste)
- Simple Message (not much information)
- Not Flexible (long term planning)
- Pre-Testing (against low costs)
- Connect with Interest of Target Group
- Low Costs per Commercial

Media Type Review: Radio

- Wide Range across many Target Groups
- High Frequency in short Time Frame
- National Wide Image
- Good Support for Television
- Low Impact by Low Frequency
- No Visual Information
- Range within "Niche" Small (waste)
- Simple Message, (not much information)
- Not Flexible (long term planning)
- Pre-Testing (against low costs)
- Connect with Interest of Target Group
- Low Costs per Commercial

Media Type Review: Magazine

- Link with Target Group
- Combination with Editorials/PR
- Long Life Cycle
- Long Copy Possible (not necessary)
- Excellent Reproduction (quality)
- Niche
- Restrictions in Position
- Low Impact (only visual information)
- Overload
- Low Impact by Low Frequency
- Flexible (short term planning)
- Vertical Flows

Media Type Review: Trade Publications

- Link with Target Group
- Combination with Editorials/PR
- Long Life Cycle
- Long Copy Possible (not necessary)
- Excellent Reproduction (quality)
- Niche
- Restrictions in Position
- Low Impact (only visual information)
- Overload
- Low Impact by Low Frequency



- Flexible (short term planning)

#### Media Type Review: Daily Newspapers

- Flexible (short term planning)
- High News Value
- Routine Reading
- Long Copy Possible (not necessary)
- Non-Standard Formats
- Short Life Cycle
- Overload
- Poor Reproduction (quality)
- Low Impact (only visual information)
- Range within "Niche" Small (waste)
- Flexible (short term planning)

#### Media Type Review: Direct Mail

- Targeting
- Large Variation
- High Impact (quality)
- Flexible
- High Quality
- High Frequency in Short Time Frame
- Can be Dropped on Every Place
- Efficient in Niche
- Reply Possible
- Not Asked For (irritation)
- Short Life Cycle
- Relative High Costs per Contact

#### Media Type Review: Outdoor

- Good Support for Other Media Types
- 24/7 Exposure
- Tailored to Geographical Target Groups
- High Frequency in Short Time Frame
- High Impact in Large Areas (size)
- Wide Range
- Short Copy (brand signals)

#### Media Type Review: Sponsorship

- High Impact
- Influence Sound, Image and Movement
- Wide Range across Many Target Groups
- High Frequency in Short Time Frame
- National / International Wide Image
- Range within "Niche" Small (waste)
- Simple Message (not much information)
- Not Flexible (long term planning)
- Connects with Interests of Target Group

Media Type Review: WWW (company website)

- High Impact
- Influence Sound, Image and Movement
- National/International wide Image
- Low Costs per Individual Contact
- "Surfing" Behavior (Catchy, Different, Stands apart)
- High Production Costs
- Long Copy (high information value)
- Pre-Testing (against low costs)
- Reactive
- Easy to Measure

Media Review

- Suitability of Medium
- Target Group
- Objective
- Contents
- Selection Behavior
- Selection Process
- Time
- Product Type

Target Group Selection of Media

- Obtainable (reach)
- Coverage

Communication Power of Media

- Representation
- Confrontation Frequency
- Confrontation Situation
- Relationship with Target Group
- Authority of Media
- Image of Media

Costs of Media

- Costs in relation to Budget
- Costs in relation to ROI

Availability of Media

- Right Moment
- Right Period
- Within Planning