

Media Planning Brief

OVERVIEW

Company		
Product/Campaign	What is the campaign type? E.g. brand, retail or awareness	
Key Contacts		
Campaign Partners		
TOTAL media budget (ex. GST)	\$	
Brief Classification	Strategic Planning	Buying

KEY TIMING

Date of Brief		
In-Market Dates	Start	End

INDICATIVE MEDIA PLANNING TIMEFRAMES

Major Strategic National Response	12 weeks prior to in-market dates
Digital Activity	4 weeks prior to live date
TV Booking	8 weeks lead time prior to on-air date
Other	Media dependent*

*UM to confirm

BACKGROUND

What's the background to this brief?

What should we know about the brand, product or service

Overarching Aim

Key Messaging

Campaign Challenges / Considerations

Past Learnings

KEY PERFORMANCE INDICATORS

Your Marketing / Media Objectives and KPIs

Examples may include website visitation, reach, leads, social engagements etc

Priority	Objective	Target
1		
2		
3		

TARGET AUDIENCE & MARKET COVERAGE

Identify the TEQ segment/s you are targeting and which are your priority

TEQ Segments	SINKS/DINKS	Young Families	Older Families	Empty Nesters
Priority Number	e.g. 1	e.g. 2		

Identify your source market/s and market weighting. Please be specific as possible.

Source Market	Primary e.g. Sydney and Melbourne	Secondary e.g. Brisbane, Gold Coast and Toowoomba
Weighting	e.g. 80%	e.g. 20%

Audience Insights

What does your current audience Think, Feel and Do?

Think	
Feel	
Do	

What do you want them Think, Feel and Do?

Think	
Feel	
Do	

CREATIVE CONSIDERATIONS

Media Preferences

Do you have specific media channels you would like us to consider? E.G. TV, print, digital, out of home etc.

Do you have any channel learnings to help guide us?

Call to Action

Digital Implementation Considerations (for digital campaigns only)

Are there currently tags down on the campaign landing page?

Is there a conversion point? E.g. Booking engine

Creative Assets

Are there any existing materials or size guides? E.g. 30 second ads, full page press etc.

Please specify the creative assets that you have available or that are in development.

Creative / Design Agency (if relevant)

CREATIVE CONSIDERATIONS

Please outline activity which you are running independently from this brief. Such as media partnerships (including contra arrangements), famils and owned assets e.g. enewsletters

Activity	In-market dates	Source Markets

REPORTING

What is your expected frequency of reporting?

IS THERE ANYTHING ELSE YOU WANT TO ADD?