

**Media Brief**

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| **Requested by** |  |
| **Date Requested** |  |
| **Response Required by** |  |
| **Campaign Name** |  |
| **Campaign Start Date** |  |
| **Campaign End Date** |  |
| **PO Number** |  |

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| **Background** | Describe what you are trying to achieve, challenges you foresee, and any background information needed |
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| **Objectives** | What does success look like for this campaign? What are the primary and secondary objectives and/ or KPIs? i.e 30 registrations, no. of sessions, subscriber increase |
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| **Audience** | Who would you like us to reach? Give as much information as you have here. i.e. demographic information. |
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| **Will AAM audiences be used?** | If so, what are the segment IDs? |
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| **Location / Geotargeting** | Where would you like us to promote? i.e. 100mile radius. Details of Primary and Secondary Markets |
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| **Channels** | Are there any specific channels, placements or formats you would like us to consider? |
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| **Proposition / Messaging** | What’s the most important thing we need to say to this audience(s)? Is there an existing creative concept? |
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| **Timings** | More information on timing if applicable. Phases of Campaign, events during promotion, intake deadlines etc |
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| **Budget** | Our minimum spend is $10,000 to ensure we yield results. If exact figure is not known, please provide a range. |
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| **Landing Pages** | Is there an existing landing page/s that you’d like to use for the campaign? |
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| **Conversion Points** | Which conversion points are we driving to on the landing page? |
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| **Creative and Existing assets** | Do you have existing creative assets you want us to use or build upon? |
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| **Any other Info** | E.g. general messaging/ branding guidelines, core competitors, feeder schools, previous campaign data. |
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