

## Agency brief

**Aim :** Give your agency the best possible brief

**For :** Marketing, Brand Managers

**Time :** 45 minutes

### PRODUCT

Literal description of the product or service.

### OBJECTIVE

What the communications campaign should achieve for the brand (e.g. increased sales/awareness, adjusting positioning or perception). Should include a fixed, rational target that can be measured.

### WITH WHO?

Description of the target audience(s). Socio-demographics are useful, but also think about them as real people, and describe them as you might a friend (how do they dress, where do they shop, where do they go on holiday etc).

### WHERE?

Geographical markets where the campaign will run. As specific as possible – international, national, regional, local.

### WHAT'S THE MESSAGE?

The single idea you want to convey to the target audience. This is the goal of your communication strategy.

### WHAT ARE THE BRAND ASSETS TO EXPLOIT (SUPPORTING EVIDENCE)?

Which attributes, assets, and features can be used to support the message. This can include any product or service advantages (actual or ambitions) – enter as much relevant information as possible, there may be a diamond buried in there...

### WHAT ABOUT THE TONE?

In what tone should the campaign talk to the target audience (professional and reserved, or fun and provocative). If it helps, use example of people, cars, or other brands to make it clear what you mean.

### WHAT ARE THE PERCEIVED BARRIERS IN THE MIND OF THE TARGET AUDIENCE?

Outline the main barriers the target audience will have to this product, brand or message. They can be real or perceived.

### WHAT TOOLS SHOULD WE CONSIDER?

Which communication media (Advertising, Direct Mail, Sales Collateral, Media Relations, Internet etc.) are mandatory and why. Media is also a creative opportunity, so expect to see ideas in media you may not have considered.

### WHEN WILL THE CAMPAIGN BE PRESENTED?

Concept deadline

### WHEN WILL THE CAMPAIGN RUN?

Planned execution dates of the campaign.

### WHAT IS THE BUDGET?

It is important to trust your agency and share your budget. A rough budget indication enables your account manager and creative team to spend time thinking only about ideas that are possible to realise. If you are not prepared to share your budget, you're probably working with the wrong agency.

Download more Brand Manager Tools from [www.tanbranding.com](http://www.tanbranding.com)

If you'd like more information on any of these tools, or would like a workshop for the rest of your colleagues, please contact Kyle Talbot on +31 (0)30 230 30 20.

**Tan** BRAND COMMUNICATION  
CONSULTANTS