

## Advertising brief guidelines

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### Marketing Objectives

What % increase in market share/sales/clients do you want to achieve with this particular project or communication?

### Role of advertising

Specifically, what do you want this project/campaign/ad. to achieve? Eg:

- Create a need
- Increase awareness
- Generate or influence an attitude
- Generate leads/clients/store traffic
- Educate customers/clients about your product or market segment
- Inform customers/clients how to purchase your product or service

### Who are the target customers (clients)?

Include whatever you know about the customers (clients) and others who may initiate, influence, or have a stake in the purchase decision. What are their lifestyles, their professional aspirations, attitudes and perceptions, from your research?

### What is like to STOP them from purchasing?

What barriers exist in the minds of each typical customer group. What risks are they taking?

### Who is your competition?

If your customers (clients) do not decide in favour of your product or service, who do they usually choose? Who seems to be "on your patch"?

### What are your competitors doing in terms of advertising and promotion?

Provide examples of their advertising, corporate image, printed material, editorial etc. if possible.

### What unique benefits do you offer the consumer?

What does your product or service offer that the competition can't match, that's important to the consumer, and that you can really deliver?

### A position in the market

What are people saying about you now? What feedback do you get from customers/colleagues/clients/competitors/media?

### Motivations

What sort of product or service are you offering that will fill a need or want by the consumer? What are the likely motivations and emotions involved?

### Customer/client promise

What is the one thing (or more, if you have them) that you can promise your customers/clients that you know your competition cannot? (If nothing, say so).

### Tone and manner

What is the feeling you want this project/ad/campaign to convey?

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### **Support**

What material do you have that will help the creative process for this advertising/project/campaign? (Background/reference material/editorial/previous campaigns/PR./competitive reference/advertising, etc).

### **Themes and suggestions**

What themes/slogans/directions are you currently using or have used in past campaigns that may influence this one?

What are similar businesses/organisations doing locally and internationally? What is your own organisation/affiliations doing locally, internationally or interstate? Is it relevant to your market?

### **Budget**

Exactly how much has been allocated for this campaign/project/advertisement?

### **What else?**

Is there anything not covered in the above sections that you think ought to be known or would have a bearing on the advertising?