

# Media Brief



For use in first meeting with client to pass on to your strategist and/or media planner.

Recommendations on channel split and \$ allocation will be made once the following basic information is analysed.

It is advisable to use the **Media Brief** in conjunction with the **Campaign Brief** (Resource CB2-1217).

<b>Project title:</b>	Briefing date:
Company:	Brand(s)
Product or service:	Brief taken by:
Client name and number:	

## Overview

<b>Campaign objective(s):</b> (e.g. Achieve x% growth over prior year)
<b>Where will the growth come from?</b> (e.g. By acquiring x% market share; or sales of x units to new customers; or from new users; new to the category; increased purchase frequency, etc.).
<b>Do we need to take market share?</b> Yes / No <b>What are the current and past sales figures and/or market share?</b> (e.g. 22% market share on 23,500 units in F14)
<b>What is the target audience (demographic and geographic if appropriate)?</b> (e.g. Females, 25yrs to 40yrs with kids)
<b>What are the sales or market share by geographic area?</b> (Local @ 25% share, rest of country @ 21% share)
<b>Timeline and total media budget (cost to client):</b> (e.g. April to December 2018; \$120,000)
<b>Client preferences: What has worked and not worked in the past, and why (if known)?</b>

Notes