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Clients Brief

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| --- | --- |
| Client |  |
| Responsible person |  |
| Date |  |

**Information about brand or product.**

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| Name of product and description | What will be promoted? Describe the product, TM or service. |
| Campaign goals | e.g.   * Increase in sales * Present a new product * Create a brand/repositioning * Increase customer loyalty |
| What we want to say (product offer) | Key message, which we must delivere through all channels to the consumer |
| Reason to believe (RTB) | e.g. Our product is the best because we got the highest rating of the year. It’s a fact not a fairy tale. |
| Strengths | Describe the benefits of the promoted product or services in comparison to those of competitors’ products or services. Don’t forget to tell us about the key strength of product. There may be some unique properties. |
| Weaknesses | And now tell us about weak part of product. Compare it with competitors. |
| Target audience (TA) | Who is TA of your key message? What about the life of your client? What she or he loves or hates? How do they spend their free time. The more you write, the better we understand and find insights. |
| What does the client currently feel about your brand? / What do you want the client to feel in the future? | e.g.: today people think our brand is too serious, but we want to be more humane, like a neighbor |
| Geography of product | Where the product sells or is present |
| Tell us about your competitors | Main competitors and indirect. What is interesting about them that you can tell us, some strengths and weaknesses. |
| Length of campaign | From the start of the campaign. |
| KPI | What do you want to see like a results and KPI |
| What is your proposed budget? |  |
| Past advertising campaigns | In digital, what was good, what was not so good? |

**Additional information:**

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| **What you really can do and what you never will do.** | Don’t be shy, open your campaign to critique and self-irony and too risky experiments. |