

Media Brief Checklist

1. Title

Project Name: Clear and concise title of the media brief.

2. Overview

Brief Description: Short summary of the project, campaign, or event.

Objective: Clear statement of what the media brief aims to achieve.

3. Background Information

Company/Organization Info: Brief background of the company or organization.

Previous Campaigns: Summary of relevant past campaigns or projects.

Current Market Situation: Context about the current market or industry landscape.

4. Target Audience

Demographics: Age, gender, location, income, education, etc.

Psychographics: Interests, values, lifestyle, attitudes, etc.

Behavioral Insights: Buying habits, brand loyalty, media consumption, etc.

5. Key Messages

Core Message: Primary message to be conveyed.

Supporting Points: Secondary messages that support the core message.

Tone and Style: Desired tone (e.g., formal, casual, humorous) and style (e.g., conversational, authoritative).

6. Media Strategy

Media Channels: Types of media to be used (e.g., TV, radio, online, print, social media).

Media Outlets: Specific platforms or publications to target.

Timing and Scheduling: Preferred timing and frequency of media placements.

7. Creative Requirements

Content Format: Types of content needed (e.g., articles, videos, infographics).

Creative Guidelines: Brand colors, fonts, logos, and other design elements.

Content Examples: References or examples of desired content style.

8. Budget

Total Budget: Overall budget allocated for the campaign.

Breakdown: Detailed budget breakdown for each media channel and content type.

9. Measurement and Evaluation

KPIs: Key performance indicators to measure success (e.g., reach, engagement, conversions).

Measurement Tools: Tools and methods for tracking and evaluating performance.

Reporting Schedule: Frequency and format of performance reports.

10. Approval Process

Key Stakeholders: List of individuals or teams who need to approve the content.

Timeline: Deadlines for submission, review, and approval.

11. Contact Information

Primary Contact: Name, title, and contact details of the main point of contact.

Additional Contacts: Other relevant contacts for specific queries.

12. Attachments and Appendices

Supplementary Materials: Any additional documents or resources (e.g., detailed audience research, past campaign reports).

Tips for Writing a Media Brief

- **Be Clear and Concise:** Avoid jargon and ensure the brief is easy to understand.
- **Be Specific:** Provide detailed information to guide media planning and content creation.
- **Stay Focused:** Keep the brief aligned with the primary objectives and key messages.
- **Use Visuals:** Include charts, graphs, or images to illustrate points where necessary.
- **Collaborate:** Involve relevant team members in the drafting process for comprehensive input.