

Media Brief Template

1. Campaign Overview

- Campaign Name:
- Date:
- Prepared By:
- Project Manager:
- Approval Signatures:

2. Objective

- Primary Objective:
 - Example: Increase brand awareness by 25% among millennials within the next six months.
- Secondary Objectives:
 - Example: Drive a 15% increase in website traffic from social media channels.

3. Target Audience

- Demographics:
 - Age Range:
 - Gender:
 - Geographic Location:
 - Income Level:
 - Education Level:
- Psychographics:
 - Interests:
 - Lifestyle:
 - Media Consumption Habits:
- Behavioral Insights:
 - Buying Habits:
 - Brand Loyalty:
 - Pain Points and Needs:

4. Key Messages

- Primary Message:
 - Example: Our product offers the most sustainable and cost-effective solution for your needs.
- Supporting Messages:
 - Example: Certified eco-friendly and helps save money on energy bills.
 - Example: Endorsed by leading industry experts.

5. Media Channels

- Digital Channels:
 - Social Media Platforms: Example: Instagram, Facebook, YouTube
 - Email Marketing: Example: Weekly newsletters, promotional offers
 - Online Display Ads: Example: Google Display Network, targeted website placements
 - Search Engine Marketing (SEM): Example: Google Ads, Bing Ads
- Traditional Media:
 - Print Ads: Example: Magazines, Newspapers
 - Television Commercials: Example: National and local TV spots
 - Radio Spots: Example: Local and national radio ads
- Other Channels:
 - Influencer Partnerships: Example: Collaborations with eco-conscious influencers
 - Event Sponsorships: Example: Eco-friendly events and expos

6. Budget

- Total Budget:
- Budget Breakdown by Channel:
 - Social Media:
 - Digital Advertising:
 - Print Media:
 - TV/Radio:
 - Other (events, influencers):

7. Timeline

- Campaign Start Date:
- Campaign End Date:
- Key Milestones and Deadlines:
 - Research and Planning Phase:
 - Creative Development Phase:
 - Media Buying Phase:
 - Campaign Launch:
 - Mid-Campaign Review:
- Post-Campaign Analysis:

8. Measurement and Evaluation

- KPIs (Key Performance Indicators):
 - Impressions:
 - Click-Through Rates:
 - Conversion Rates:
 - Sales Figures:
 - Engagement Rates:
- Tools for Tracking:
 - Example: Google Analytics, Social Media Insights, CRM Systems

9. Background Information

- Brand Overview:
 - Company History:
 - Mission Statement:
 - Core Values:
- Product/Service Details:
 - Features:
 - Benefits:
 - Unique Selling Points (USPs):
- Market Research Insights:
 - Competitive Analysis:
 - Consumer Trends:
 - Industry Benchmarks:

10. Stakeholders

- Internal Team Members:
 - Example: Marketing Manager, Creative Director, Media Buyer, Social Media Manager
- External Agencies:
 - Example: Advertising Agency, PR Firm, Media Planners
- Roles and Responsibilities:
 - Example: The Marketing Manager is responsible for overall campaign strategy and execution. The Creative Director oversees the development of all creative assets.