1. Why are we doing this (objective)?
2. What does success look like (measurement)?
3. What are we selling (product vs brand)?
4. What makes it special/different (USP)?
5. Who are we talking to (audience)?
6. Why should they listen, or why would they not (barriers/benefits)?
7. Why should they believe us (support/RTB's)?
8. What other options do they have (competition)?

Remember – the more detail, the better chance of finding something interesting to hang a campaign on.

Also – not all this information must go into the brief – your job is to sift out the relevant info/insight.

Let's go into some more detail:

1) **Why are we doing this advertising?**
   a) What is the specific business outcome this campaign/project/assignment must achieve?
   b) What role should/must communications play to help achieve this business outcome?
   c) How will we measure our success against these communications objectives, and if necessary, the business result?
   d) What has been done on this brand/for this product before?
   e) Why do we need to do something now?

2) **Product info:**
   a) What is it?
   b) Why do people buy it?

c) What does it do?
d) Does this product /service have a genuine competitive advantage over others?
e) Does the product / service have a competitive disadvantage in the market?
f) Does this product solve a consumer problem? If so, what?

3) **Market info:**
   a) Who are the key competitors?
   b) Where does our brand fit in the competitive set?
   c) How is the product/service positioned in the minds of consumers?
   d) How are the competitors positioned?
   e) What is our market share?
   f) Is it on the increase, the decrease, or stable?
   g) What has driven this?

4) What is the specific objective, the purpose of <u>this</u> ad?

This is an important aspect to bear in mind, especially in an integrated multi channel campaign. The objectives, the behaviour change sought, may differ for different channels. Think carefully about what you want people to <u>do as a result of seeing this communication.</u>

5) **Who are we talking to?**
   a) Who's the primary target audience? i.e. Who is the specific audience that must change their attitude, opinion or behaviour so that we will achieve the communications objective and the business result?
   b) Is the target audience different from the user group?
      If so, why?
   c) Is there a secondary audience who may influence the target – positively or negatively?
   d) What are the primary target audience's demographics?

e) What are their psychographics (what motivates them)?
f) What is their usage rate of our product?
g) What do we know about this target audience's media consumption (What traditional and social media will be critical to reach these audiences in a relevant and credible way?)

6) **Consumer insight**
   a) Why do people do what they do in this category, with this product?
   b) Why do people buy in the way that they do?
   c) Of the primary audience: what is 'the little voice in the back of their heads' saying about us, our products or services, the category or our industry?

7) What's **the single most important thing** we want to say?
   a) What is the verbal 'sales argument' for this product or service?
   b) What is the most relevant or differentiating message that will surprise or engage our audiences to change their minds about us?
   c) Who or what else is competing for our target audience's attention with similar or related messages?
   d) How are our messages different to theirs?

8) WIIFM? (why should they care?)
   a) Why should our consumers be interested?
   b) What are the **supporting rational and emotional 'reasons to act or believe?'**
   c) Are there any perceived weaknesses or strengths we need to deal with? **Are there any benefit barriers?**
   d) What are the issues that will or may prevent us from achieving our objectives? (Note: The issues should only be ones which communications can make an impact. Important issues where communications can't help need to be noted and discussed with the other relevant parties.)

e) How could we address these?
f) What facts and emotions must we communicate to the audience's 'little voice'?
g) What facts? (Rational Messages?)
h) What emotions/feelings? (Emotional Messages?)

9) What **style, tone** or approach should the ad use?

10) What is the brand **personality?**

11) Has any **media** been booked for this ad, and when/where/in which language(s) is it due to flight? Are there any **linked activities?**
12) **Mandatory elements, and helpful information.**
    a) Useful supporting material/information resources for creative development, such as Web sites, books, brochures, samples.
    b) Corporate ID Manual, Trademark and legal info.
    c) What is the the decision making chain?
    d) Do we require signoff by Legal, any control bodies etc?
    e) What do we have to have on the ad: Copyright, Phone number, web address details?

13) What resources do we need?
    a) What is the approximate budget?
    b) What is the time frame for delivery?
    c) What materials, resources or skills do we have?
    d) What staffing do we have available?

14) **What do we need from the creative team, and when do we need it?**

a) What is the client looking for?

b) Is there anything they expect to see at the presentation?

15) Initial Thought-Starters

a) What is the most relevant and differentiating idea that will surprise consumers, or challenge their current thinking?

b) What is the psychological, social or cultural tension between the current perception and the desired perception?

c) What idea will help us start a relevant and compelling dialogue between us, our consumers, and their key influencers?