

# MARKETING BRIEF

Agency Management Roundtable LLC

Job Number

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Client Name

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## What is the client's business objective?

Tell us what business objective the client is trying to meet. What role will the agency and the program or project have in meeting those objectives?

## Project History

Is this a new project or is it a revision of a previous project? Will you be using this piece as a companion piece to other materials? (Please attach a sample of the previous work or companion materials if applicable.)

## Background/Introduction to the ISSUE

Tell us what the current situation is. What is the challenge that this marketing tool needs to address?

## What is the OBJECTIVE?

What is this marketing tool expected to achieve? (Meet or exceed specific goals? Increase impressions? Increase prospect calls, etc?)

Primary objective:

Secondary objective:

## What is the Key Message?

What is the ONE thing you want the audience to remember after experiencing this marketing tool?

What are the support points for the key message? What makes the key message true?

1.

2.

3.

4.

## Who Are We Addressing?

Tell us who the target audience is. If it is a segment within one of your client's primary audience groups please indicate what makes this audience unique. Tell us about their personality, what they respond to, and what tone should be used to reach them. (Please provide research if available.)

Primary audience profile:

Secondary audience profile:

## What is the Call to Action?

What do we want to audience to do? (Call 1-800 #; complete a response card, etc.) Please provide the phone number and mailing address where applicable.

## What Is the Reward?

This would be your response if the audience asked, "What's in it for me?"

## How will we reach the Audience?

Describe in detail your message distribution plan? What has the client suggested that the team should know?

## Are there any mandates that need to be included?

"Mandatories" might be logos, phone numbers, legal copy, signatures, etc. (Even though these may be on the server, or used on previous projects, the mandates must be spelled out in detail. It is possible changes were made since the last project was completed.)