



Briefing sheet

Please fill in this form on screen, save as, then email as an attachment to guardian.plus@guardian.co.uk

Name **Contact no.**

Email **Date**

Client name **Brand**

Media Agency **Creative agency**

Planning agency

What are the key business objectives of the campaign?

What are the Marketing objectives?

What are the Media objectives?

Brand/ product background/ relevant parent company information

Key brand messages/ straplines/ key associations

What other marketing activity is planned? (Inc Retail support?)



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Target audience and insights into this audience (not just a demographic)

Are there any Regional/ seasonal nuances?

**Are you looking to use your creative work within this campaign?
How closely do our ideas need to reflect your creative campaign?**

Are there any creative issues we should be aware of?

Who is being briefed/ which other media? (not just other newspapers)

Budget

Timing

How will you measure the success of the campaign?