

Media Planning Brief

OVERVIEW		
Business Name		
Key Contacts		
Email		
Phone		
TOTAL Media Budget (ex. GST)	\$	
Brief Classification	Strategic Planning <input type="checkbox"/>	Buying <input type="checkbox"/>

KEY TIMING		
Date		
In-Market Dates	Start	
	End	
Burst Dates (if applicable)	Start	Start
	End	End

BACKGROUND

What's the background to this brief?

What should we know about the brand, product or service?

CONTACT DTB!

To book or for further enquiries and additional information, please contact us.

Phone: (07) 5458 5600 Email: info@dtb.com.au

What is the overarching aim of the campaign?

Do you have key messages to portray?

Do you have any campaign challenges /considerations?

Any past learnings from previous campaigns?

KEY PERFORMANCE INDICATORS

List your Marketing /Media Objectives and KPIs

Examples may include website visitation, reach, leads, social engagements etc.

Priority	Objective	Target
1		
2		
3		

TARGET AUDIENCE & MARKET COVERAGE

Identify the segment/s you are targeting and which are your priority.

Segments	SINKS/DINKS	Young Families	Older Families	Empty Nesters
Priority Number	e.g. 1	e.g. 2		
Describe your target audience further				

Identify your source market/s and market weighting - please be as specific as possible.

Source Market	Primary e.g. Sydney and Melbourne	Secondary e.g. Brisbane, Gold Coast and Toowoomba
Weighting	e.g. 80%	e.g. 20%

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Audience Insights

What does your current audience Think, Feel and Do?

Think	
Feel	
Do	

What do you want them Think, Feel and Do?

Think	
Feel	
Do	

CREATIVE CONSIDERATIONS

Media Preferences

Do you have specific media channels you would like us to consider? (e.g. TV, print, digital, out of home etc.)

Do you have any channel learnings to help guide us? Specify the weighted % or preference of media channels.

Call to Action

Do you have a website booking system or specific call to action to provoke consumers to book or contact you?

Digital Implementation Considerations (for digital campaigns only)

Are there currently tags down on the campaign landing page? Is there a conversion point? (e.g. booking engine)

Creative Assets

Are there any existing materials or size guides? (e.g. 30 second ads, full page press etc.)

Please specify the creative assets that you have available or that are in development.

Creative /Design Agency (if relevant)

Do you currently work with any creative or design agencies?

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OTHER CONSIDERATIONS

Please outline activity which you are running independently from this brief. Such as media partnerships (including contra arrangements), famils and owned assets (e.g. e-newsletters), or existing contracted commitments.

Activity	In-market dates	Source Markets

IS THERE ANYTHING ELSE YOU WANT TO ADD?

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