

MEDIA BRIEF



TO:

FROM:

TODAY'S DATE:

REQUIRED BY:

START/END DATES:

BUDGET:

PLEASE RECOMMEND MEDIA? (yes/no) :

SELECTED MEDIA:

NEWSPAPER/SIZES:

MAGAZINE SIZES:

RADIO/LENGTH:

TELEVISION/LENGTH:

WHAT ACTION IS EACH MEDIA VEHICLE SUPPOSED TO PRODUCE?

HOW MANY DIFFERENT MESSAGES WILL THERE BE?

GEOGRAPHIC AREA TO BE COVERED:

CREATIVE REQUIREMENTS: (ie colour/demonstration/emotion/etc)

SEASONALITY:

PURCHASE CYCLE:

ARE COMPETITIVE PRESSURES KNOWN? (yes/no)

DO YOU REQUIRE QUOTE ON COMPETITIVE ACTIVITY RESEARCH? (yes/no)

IS IT ESTABLISHED PRODUCT? (yes/no)

IS THIS A LAUNCH? (yes/no)

TARGET AUDIENCE? (Male/Female, Age 10 year span)

CAN YOU DESCRIBE FURTHER?

IS THIS PERSON THE "USER"? (yes/no)

ARE THEY THE PURCHASER? (yes/no)

IS THERE A SECONDARY TARGET? (yes/no)

PLEASE DESCRIBE:

PLEASE ATTACH ANY ADDITIONAL DOCUMENTATION WHICH MAY ASSIST US, INCLUDING ADDITIONAL COMMENTS FROM YOU.