



AGENCY BRIEF FORM

CORPORATE INFORMATION

Corporate Name:

Industry:

Location / Locations:

Website:

Social Media Accounts:

Contact Person:

Email:

Phone:

PROJECT INFORMATION

Project Name:

Department Responsible For The Project:

Product or Service Relevant to The Project:

To whom the brief is to be presented:

Deadline of debrief:

PROJECT INFORMATION

Clearly and simply detail the task/s you require the UGM to undertake. For example:

Marketing strategy development, digital / creative content design, creative concepts and Advertising execution, digital media and social media Management, , design and digital Development, production or post production, copywriting, app development, branding, VR/AR design and development, CGI, 3D design, VFX , media strategy and planning, event Marketing and organization, product launch, campaign design and execution, community Development, Omnichannel customer experience management...

Background

Please provide background information about your project, campaign or operation.

Please Provide information about the product, service or business. If extensive information is to be provided you can share an appended as a separate document.

Please provide your communication or operation plan. If extensive information is to be provided you can share an appended as a separate document.

Business or Marketing Objectives

Please identify the overall objective , goals, KPIs

Communications Objectives

Clearly state the role that the communication campaign will play in achieving the business or marketing objectives.

Communications Strategy

Please provide us if you have a communication strategy that has already been developed.

Target Audience(s)

Who are you trying to reach or influence?

How does the Audience feel about you now?

Key Message(s)

What is the key message you want to send your target audience?

How do you want the Audience to feel about you?

How do you want the target audience to feel about your product, service, program or proposition after your campaign?

Tone and Manner

Please provide information on any requirement you may have for the tone or manner of the communication.

For example informal, formal, conversational, reassuring, authoritative, approachable, humorous etc.

Mandatories

Please provide details of anything that we must include in the project;

For example Brand manual, logos, reference to sponsors or stakeholders, existing slogan, consistency with existing communication materials etc.

Timing

Please provide details of all critical deadlines.

Further Information

Please provide us if you have any appropriate background or additional material:

Contact Information:

info@unitedglobal.marketing

Contact Person:

Evren Erbasol

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