Briefing-Document

Client *	Name of your company	
Sender of campaign *	powered by, ad logo	
Runtime *	Planned campaign runtime	from to
Budget *	How much media budget is available?	
	Are you subject to the Media Transparency Law?	Yes No
Country *	In which countries should the campaign be published?	Austria Germany Switzerland
Targeting	Should the campaign be regionally limited? (Geotargeting)	
	Should the campaign be published on desktop?	Yes No
	Should the campaign be published on mobile?	Yes No
Product(s)/ Service(s) *	Which product/service should be advertised?	
Features/ Product-USPs	Which product features should be advertised? Which USPs differentiate the product from the competition?	
Landingpage(s) *	URL of the campaign landingpage	
Problem	What is the client's current challenge?	
Goal(s) *	Which goal should be achieved with the campaign?	
KPIs *	Which of the following KPIs is most important for the campaign goal?	Dwell time Bounce rate Ad CTR
Target group(s)	What is your target group concerned about? What advantage or problem solution are the people to whom the advertised product/service is directed? (Insights about the target group more valuable than classic definition)	

* Required

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Focus	What tenor should the text have?	promotional		editorial

Tonality	Humor	serious		funny/casual
	Speech	casual/informal		formal language
	Emotional level	factual		emotional
	Thematic approach	respectful		provocative
	How should the audience be adressed?	Sie	Du	indirectly
	Gendering	Yes	Way of gendering:	No

Material	Are product images (packshots) provided? [1]	Yes	No	
	Are Display Ads provided?	Yes	No	
	Are trackings provided?	Yes	No	
	(editorial) Images for teasers and advertising material	Client	Agency	Stockphotos[2]
	Videos (physical, common formats)	Yes	No	
	Quotes/Testimonials	Yes	No	

No-Gos	Which topics should not be treated? What emotions should not be worked with (e.g. fear)?	

[1] For product-related campaigns, the presentation of the product is recommended
[2] Stock images with Content Garden license (no extra cost)