

Briefing-Document

Client *	Company name	_____	-----
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?	_____	-----
Target group(s)	What moves the target group? Which problem do users solve with the product/service? What advantage do they hope to gain from it? (Insights more valuable than classical definition)	_____	-----

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* 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 addressed?	Sie Du indirectly	
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)