

GOLD RESPONSE BRIEFS

GOLD CLIENT BRIEF

Project Planning

Project name: What?

Contact: Who?

Due date: When?

What does success look like?

- For this campaign/activity/launch

What are your top 3 marketing priorities for the year?

- Ranked in order of importance

What are the key metrics you are aiming to increase?

- Awareness, Consideration, Trial, etc.
- What tracking do you have in place to measure this?

Audience

Target group

- Who are we targeting?
- What are their demographics and psychographics?

Reasons to believe

- Product or brand support points?

Tone-of-voice

- What are the brand personality traits we are dialing up?
- Do you have brand guidelines/mandatories?

Channels

What do you have and what do you want?

Social and Digital

- TikTok, Instagram, Facebook, etc.
- Website, Electronic Direct Mail, etc.

Influencers

- Do you work with Influencers/have an agency/manage in-house?

Offline

- Broadcast TV, Outdoor, Radio, etc.

Media Agency

- Who is your media agency?
- Do you work with them on influencer activity?

What you need

What must our Response include?

- Production costs, storyboards, slides, etc.

Budget

What budget bracket are you working with?

- Approx \$x

Timings

- What is your timeline?

Appendix

Examples of campaigns or content partnerships that have performed [well](#):

- Reference/link here

Do you work within a financial year?

- Or calendar year?

What other documents would be useful for us?

- Audience segmentation?
- Marketing calendar?
- Product description?
- Creative content?
- Media plan?
- etc.



CHALLENGE: NBCUniversal in Australia are an award-winning content business. However this success has come at the cost of fragmented responses to Clients. Due to the decline in linear TV, NBCUniversal needs to focus on digital and social first responses. Now is the time to rethink, reinvent and map a way forward for NBCUniversal's evolved presence.

SOLUTION: Training the NBCUniversal Sales and Creative teams in the 'Art of Ideas', including **gold**, **silver** and **bronze** briefs, ideas and process templates. Stronger responses leads to better ideas and more commercial impact in the competitive Australian market.

OUTCOME: "For our Sales and Creative teams, Rebel Angel Strategy delivered fantastic Strategy Training. This has made a powerful difference to our sales and marketing proposals, as the entire team is leaning into a brilliant framework designed by Russ Mitchinson. Thank you."

Joanne Liddell, Director, Commercial & Marketing, **NBCUniversal**