

**AGENCY BRIEF - TEMPLATE**

**Qu’est-ce qu'un *agency brief* ?**

Un *agency brief* est un outil qui définit les objectifs d'un projet ou d’une campagne marketing ou publicitaire, tout en servant de guide pour assurer une collaboration efficace entre le client et l'agence.

Plus précisément, il permet de comprendre les objectifs d’un projet ou d’une campagne marketing, tout en servant de guide pour assurer une collaboration efficace entre le client et l'agence.

**Pourquoi cet outil est-il crucial ?**

Du côté de l'agence, il :

* Permet de bien comprendre les besoins et les attentes du client
* Facilite la planification et l'organisation des ressources
* Assure une exécution conforme aux objectifs définis
* Évite les malentendus et les ajustements de dernière minute

Du côté du client, il :

* Aide à structurer et à clarifier ses idées
* Garantit que ses attentes sont bien prises en compte
* Offre une meilleure visibilité sur le déroulement de la campagne
* Optimise l’utilisation du budget alloué

**Les éléments clés d’un *agency brief***

Cet outil portera principalement sur les objectifs du projet ou de la campagne, le budget que le client alloue à cette campagne, le public que le client souhaite atteindre par le biais de cette campagne, le calendrier de chaque phase clé et le ton que le client souhaite donner à cette campagne ou projet.

**AGENCY BRIEF FORM**

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1. **GENERAL INFORMATION**

|  |  |
| --- | --- |
| Company name |  |
| Contact person |  |
| Email |  |
| Phone number |  |
| Website |  |

1. **CAMPAIGN OVERVIEW**

Campaign Name: ­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Campaign Launch: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Campaign Description (*Please provide us with the big picture for your campaign.)*

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1. **IDENTIFYING THE CUSTOMER/CONSUMER PROBLEM**

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| What problem are you trying to solve? |
|  |
| How are you planning to solve this issue? |
|  |
| How does your product/service solve the problem? |
|  |
| What will they gain by using your product/service? |
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1. **OBJECTIVES / GOALS:**

What is the primary objective of this campaign?

* Increase Brand Awareness / Visibility
* Sales & Revenue Growth
* Customer Engagement & Retention
* Social Media Growth & Engagement
* Event Promotion & Attendance
* Product Launch & Market Entry
* Rebranding & Market Positioning
* Crisis Management & Reputation Building

What key message should this campaign convey? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **TARGET AUDIENCE**

Describe your target audience including demographics, psychographics, purchasing behavior and other important information.

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| CAMPAIGN TARGET | Who are you trying to reach? |
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1. **CALL-TO-ACTION**

What action do you want viewers to take after engaging with this campaign? *(Select all that apply)*

* Visit a website / landing page
* Make a purchase / Place an order
* Subscribe / Follow on social media
* Contact your company for more information
* Sign up for an event, newsletter or webinar
* Download an app, guide or resource
* Share the campaign content (social media, email, WOM, …)
* Donate or Invest
* Request a demo or free trial
* Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **PROJECT STRATEGY**

What channels do you intend to use to connect with your target audience?

* Social media
* Television
* Digital ads
* Email marketing

Are there any geographic or market-specific considerations?

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1. **BUDGET & TIMELINE**

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| --- |
| What is the budget for this campaign? |
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| What are the key phases of the campaign and their deadlines? |
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1. **CREATIVE STYLE & REFERENCES**

What should be the tone of the campaign?

* Formal/Corporate
* Casual/Conversational
* Inspirational/Motivational
* Educational/Informative
* Humorous/Fun
* Dramatic/Emotional
* High-Energy/Fast-Paced
* Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What are the Brand Guidelines to follow:

* Colors
* Fonts
* Logos

1. **ADDITIONAL NOTES**

*Is there any other information or special requests you would like to include?*

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