

Content Strategy Brief

Information & Inspiration



Date:

Client:

Client Contact #:

Account Manager:

Campaign Start Date:

Campaign End Date:

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Section 1 - The Overall Goals

What challenge are we trying to solve?

What are you trying to communicate to your audience?

Why is this relevant to your target audience?

What outcome(s) are you looking to achieve?

What does success look like?

How do you measure success?

Is this a new campaign or is there a specific time you want your message in market?

When do you want the program to launch?

Section 2 - Target Audience

Who is your target audience?

Where is your target audience located? (i.e. Ontario only, etc)

What is their gender?

What is their HH income?

What influence do they have on the purchase or acquisition of what you are marketing?

Is there any key psychographic info about your audiences' traits, preferences, etc.?

What research (if any) have you done about your target market? What learning can you share?

Are there any gaps between your brand and your target audience? How have you tried to mitigate this?

What does your target audience currently *think* about your brand (rationale)?

How does your target audience currently *feel* about your brand (emotional)?

How does your target audience currently *act* towards your brand?

What perceptions, feelings and actions do you think need to change in order to help people connect to your brand/product/service?

What language(s) do you want to use to communicate with your audience? (English, French, both or other)

Which media or platform(s) is your target audience most likely to be using? (i.e. Facebook, LinkedIn, Instagram, TV, Radio, Print, OOH) How do you know this?

Section 3 - Brand Information

What is the brand story? How well is it known?

What is the brand vision? Is there a brand story developed yet?

Is there a brand or style guide that needs to be followed?

What is the tone and personality of your brand (Message delivery tone - fun, serious, etc)?

What are the functional and emotional benefits of your brand?

What is your USP (unique selling proposition) - and how is it different from your competitors?

What does the current consumer buying journey look like and how are they connecting along the way (length of time of sales cycle from awareness, engagement, action, purchase/loyalty and steps involved)?

Who are your main competitors?

What services/products do you want to promote?

If you could only promote ONE THING about your brand/your business, what would it be?

How do you rank in the marketplace relative to competitors - marketshare?

Section 4 - Current Strategy and Channel Plan

Where are you currently executing your marketing and on which channel(s) (website blog, social media paid programs)? If applicable, please provide the URL and name(s) of your website and social media channel(s):

What digital assets are currently in place (i.e. website, social media) that we can leverage and/or what do we need to change (i.e. do we need to add a landing page to website)?

Are there any specific media platforms or channels that cannot be leveraged due to budget or lead times?

How is your social media currently managed? Do you have a social media strategy already in place?

Section 5 - Consideration & Details

Please detail any past ideas or campaigns you have tried before and either were successful or didn't work?

What information must be included in the creative or execution?

Any past learnings or biases (i.e. loves TV)?

Who are the stakeholders involved in this campaign - at client and agency - and what is the approval process?

Does this need to go through legal review at client or agency?

Please provide any additional information if applicable: