

AVEO

ADVERTISING FOR TECHNOLOGY COMPANIES

Brief

The Brief Helper

A brief is a project description that functions as a creative guideline for the advertising agency. Before the brief is given to the agency, all people involved in the project at the client company must have read and understood the brief. Obviously it's very important that the agency and the client are unanimous as to the content of the brief. A brief is a short and succinct document, but normally background material is enclosed.

1. Describe your product, your service or your company. Don't be wordy! No more than 15 sentences.

2. What does your market look like at present and, let's say, within 2, 5 and 10 years?

3. Describe a couple of typical customers/clients. Include size, buying process and relation.

4. How does the your customers/clients benefit from the services/products you market? Try to list as many customer benefits you can!

5. What do your customers/clients like about you? What do they dislike? How do you know this, your own experience or through market research?

6. How can you reinforce the good qualities and reduce the bad? If you haven't done so, too complex or too expensive?

7. Who are your main competitors and how are they perceived? How do you know this?

8. What market segments exist and where are you strongest? Try to give market shares for yourself and your main competitors!

9. How is your company or your product positioned? Would a position change be desirable?

10. How does your customers/clients get information about your products/services? Sales force, fairs, exhibitions, PR, direct marketing, advertising or the Internet? Which of these media alternatives work the best?

11. Anything you'd like to add about your products, your company or your customers or clients ? Perhaps you have an idea you have been mulling over – write it down!
