

**Advertising Briefing Sheet**

**Who is your target audience?**

**What would you like to achieve with your ad campaign?**

**Are there any particular items you’d like to include?** (newsletters, editorial, display advertising, solus emails, social media mentions)

**What would you like to say? What’s the most important message you’d like to convey?**

**How will you measure success?** (Sales, traffic to your website, search rankings, audience engagement)

**What budget do you have to spend? Over what period of time?** (An indication is fine, but we do require a budget to work with to develop a proposal)

**Any further brand information, considerations, inspiration or imperatives you can provide us that will help us work out some integration ideas would be useful too…..**