Brief for Provision of Services

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| CLIENT INFORMATION |
| Company name |  |
| Brand or trademark |  |
| Scope of activities |  |
| Official website, social networks and other proprietary resources |  |
| Full name and position of contact person |  |
| GOALS AND OBJECTIVES |
| Business, marketing, and communication goals your Company sets looking 1–5 years ahead |  |
| What goals do you set for the agency? |  |
| What services would you like to see in our business proposal?* PR (press office, anti-crisis PR, etc.)
* Digital (SMM, sales promo, content marketing, etc.)
* Reputation management (ORM, tech support, reviews, etc.)
* Events
* Design, video content production, etc.
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| What communication channels do you consider mandatory for including in the proposal?* Media (business, industry, gaming, lifestyle, and so on)
* Opinion leaders (who, on what platforms)
* Social networks (VK, FB, Instagram, etc.)
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| Have you worked with an agency before? What services did it provide? Why did you decide to change your partner? |  |
| What activities do you carry out on your own? What do you consider effective and why?What, on the contrary, seems low-performing to you, why? Why did you decide to turn to the agency? |  |
| How do you use your own resources — website, social networks, etc.? What do you consider effective, and what is not in your opinion? |  |
| INFORMATION ABOUT THE COMPANY, ITS PRODUCTS |
| Tell us briefly or share information about the Company positioning, benefits in the eyes of consumers, its brief story |  |
| Specify what or who will be promoted:* Key products. At what life cycle stage are they now?
* Company employees
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| Who is your target audience (TA) for the key products?* End users: list their sociodemographic characteristics
* B2B consumers: describe the field of activity, position, who is the decision-maker, etc.
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| Key products' USP (Unique Selling Proposition). Price positioningWhat are the benefits for the target audience? How does a purchase take place and what are the main purchase drivers? |  |
| Indicate the geography, in which countries, regions you need to promote |  |
| What is the key message you need to get across with the help of our service?What barriers need to be overcome in the TA eyes? |  |
| What newsworthy information does the company have?* New products
* Partnerships, entering new markets
* Internal research

etc. |  |
| Does the company have any speakers who are ready to communicate with the media? List the speaker names, positions, approximate areas of expertise, and their degree of experience |  |
| Are there any image-related or other objectives, for example, GR? |  |
| Is there any negative public information about the Company that needs to be worked with? Specify, please. |  |
| Describe a convenient format for interacting with the project team:* daily communication as needed,
* (daily, weekly, monthly) calls/meetings

etc. |  |
| Describe the desired reporting format, content, and frequency:* daily/weekly, monthly updates,
* competitor analysis,
* Word, Excel, PDF

etc. |  |
| COMPETITORS AND PARTNERS |
| List your main competitors. Indicate which one is your key competitor and why. |  |
| What do you think are the strengths and weaknesses of your competitors? |  |
| Are there any valued partners who can be engaged in the promotion? |  |
| Have you set a budget for the services or result to be achieved? |  |
| Who will evaluate the proposal and by what criteria? |  |
| Budget:* its distribution preferences,
* if there are no proposals, what result should be achieved?
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| How long is the cooperation planned to continue? |  |
| What is the deadline for submitting a proposal? |  |