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. |  |
| 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.) |  |
| 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 |  |
| 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. |  |
| Key products' USP (Unique Selling Proposition). Price positioning  What 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? |  |
| How long is the cooperation planned to continue? |  |
| What is the deadline for submitting a proposal? |  |