

Promotional Marketing – Activity Brief for PROMOTIVE

Client		Date	
Project		Review Date	
Project Owner		In Market Date	
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BACKGROUND / why are we here? (include any pre-essential reading)

BRAND / what does your brand stand for? (attach blueprint if available)

WHAT IS THE PRODUCT?

BUSINESS / what is the problem we need to solve?

BUSINESS / what are the objectives of this activity?

- 1.
- 2.
- 3.

TARGET SEGMENT (which customer Segment are we talking to?)

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POSITIONING (what is your internal positioning statement?)

SUPPORT / why should customers believe us? (USP, competitive advantage or proof points?)

CHANNEL / how are you planning to connect with customers? (list pre-defined media if any)

ANY CONSIDERATIONS?

ANY MANDATORIES?

SUCCESS / how will results be measured? (list any targets)

BUDGET. What do you want to spend? Summarise budget breakdown if necessary.