



Your FREE Gift for visiting  
**First Impressions Media**  
[www.firstimpressionsmedia.ca](http://www.firstimpressionsmedia.ca)

**This document is exclusive to subscribers like you.**



## Media Briefing Template /Planning Guide

**Date:** \_\_\_\_\_ **Client:** \_\_\_\_\_

**Product:** \_\_\_\_\_ **Brand:** \_\_\_\_\_

### Client Details

(We're not kidding - this basic stuff is too often omitted and comes back to haunt you.)

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

(Major Cross Street/ Intersection/ Landmarks)

Postal Code \_\_\_\_\_

Phone Number \_\_\_\_\_  
Area Code/Number

Fax Number \_\_\_\_\_  
Area Code/Number

Cell Number \_\_\_\_\_  
Area Code/Number

Client Contact(s)/Representatives \_\_\_\_\_

\_\_\_\_\_

Remember to list your day-to-day contacts, and the decision maker (President, Marketing Director etc, so you know the hierarchy)

\_\_\_\_\_

**Media Objectives:** (What Do You Want The Media Placement to Do?)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Who Are You Trying To Reach and Sell To?**

**Target Group**            **Male/ Female/ Both**

For Example: Age Group: 12-17,18-24, 25-34, 35-49, 50-64, 65+

Or:                    Ad 18+ or Ad 35-54 etc or: \_\_\_\_\_

Skew: 50% Male/ 50% Female or \_\_\_\_\_

**You may end up with a definition that looks like:**

In this campaign, we are targeting Parents aged 35-54 with children under the age of 18 living in the household.

They are owners, managers, professionals, with a household income of \$75,000+ and one of them commutes to their workplace an average of 45 minutes per day, each way.

(You can put a lot of additional qualifiers on this, but be careful you don't reduce your target Group so small that you can't find the media to reach them)

The more accurately you can define your target audience, the better and more efficient your buy becomes.

**Campaign Timing**

When do you want your ads to run, and be as specific as possible.

**Ie:** March 14th for 7 weeks to April 30th (Not 'Spring')

The first flight, using TV will start W/O March 14 X and run for 7 weeks to April 30th

---

---

The second flight will use TV and Outdoor Posters starting W/O October 3rd and run for 7 weeks to November 19th.

---

---

Now you and your creative/media team have a clear time-frame that's easily measurable and can be confirmed date specific, and not just vaguely seasonal

**Media Budget:** We can spend up to this much \_\_\_\_\_

(Do not include creative, production, or taxes please, just the media funds devoted to time/space purchase) **MAKE SURE** upfront all parties know how much you can spend.

If you're only given a final figure \$15,000, or \$275,000, then back out your taxes and other production, creative and talent costs so you know what is actually available to be spent on media.

Are your fees/commissions built in or are they separate? Best to know that ahead of time.

Does the client know if your fees/commission are included?

Do they want 'One-Order, One Bill' simplicity?

How Would This look on a planning sheet?

**Your President has authorised you as Marketing Director to spend \$1,000,000 (one million) All In for this year's campaign.**

Depending on your company, that may be a huge budget or a drop in the bucket. In either case, it helps to know up front how it will be allocated.

Does this have to include applicable taxes? -

Does this include the agency's commission or fees? Yes

Does this include creative development (may or may not be part of the commissions depending on the agency and fee structure)? Yes

Does this budget have to include production?.

Does it have to cover talent residuals? Yes

Yes

Are there any other fees, freelancers, writers, 3<sup>rd</sup> parties you need to pay from this budget before it is handed off to the media buyer?

Yes

So with these outlined, your \$1,000,000 Budget could end up allocated as follows:

<b>Opening Budget</b>	<b>\$1,000,000</b>
Account Services - Liaison between client agency }	
Agency Fees or Commission for services rendered }	(\$150,000)
Services Rendered may include:	
<b>Creative Development for</b>	<b>(\$100,000)</b>
TV/Radio/Outdoor/Internet/Digital/Social Media/ Newspaper/Magazine etc	
Production Charges for: TV spot/Outdoor Posters/Newspaper/Magazine Ads./OnLine	
<b>Taxes</b>	<b><u>(\$130,000)</u></b>
<b>Total funds pre- ad space purchase</b>	<b><u>(\$380,000)</u></b>
<b>Funds remaining to purchase media space</b>	<b><u>\$620,000</u></b>
<b>Total Campaign</b>	<b>\$1,000,000</b>

© Copyright Spike of Angels. A Division of First Impressions Media

**Media Direction:**

Occasionally a client will assume or expect an agency to purchase a particular media because it's always been done historically and are stunned to learn when it's not part of the plan.

So we recommend you put it out there in advance...Are there any absolute Must-Haves for this campaign. And equally are there any Must Nots?

*Absolute 'must haves'*

---

---

(a specific newspaper, radio station , a favourite TV program. Don't spend a fortune just because it's a station you or your spouse likes, or a friend is the sales person there. The media has to work for you. It is your most powerful sales ally. Get in front of the people who buy **your** stuff!)

*Absolute 'must nots'*

---

---

(program associated with particular actor or genre, no washroom environment ads, can't be anything risqué/racy/vulgar/nudity or other restrictions)

**Purchase Preference:** Given the choice, would you prefer to be specific about a particular program to capture a better fit or match, if it means sacrificing some of the weight or efficiency objective?

For example: We'd really like to be on W.I.I.F.M. Radio. But the higher cost means we give up ten percent in our overall reach to stay within budget.

Yes purchase W.I.I.F.M.

---

**OR** No, purchase an alternate station to achieve to planned weight.

---

## Spending Direction By Media, By Calendar or By Geography

Unless otherwise specified, we will develop the media allocation within the budget, which we believe will utilize the best combinations.

Are there any geographical spend considerations, or monthly, quarterly limitations that must be maintained?

---

---

---

Is the spending to be equal through the life of the campaign or heavier to start or a slow build to a stronger 2<sup>nd</sup> half campaign?

---

---

## Creative Direction

Do you have the chance to work with your creative partners to see what they're thinking?

This saves so much grief, and improves both the media and creative execution when the creative expertise can be delivered as imagined. **Best example:** A recent campaign, a client wanted newspaper ads for their winter tires. Just like everyone else.

We successfully moved them to Exterior Bus Cards and a Radio campaign with Traffic Reports, for the same budget. Working with the creative team up front made for a better buy and a more memorable campaign that reached more people, and sold more tires.

Your media input is vital to the success of the campaign. **If the creative is award winning, but no one sees it due to lousy placement, what's the value?**

Now, are you working closely with your creative team?

---

---

When is client fiscal year?

---

Can the campaign cross fiscal (or calendar years?)\_\_\_\_\_

**Can the ad appear before product is on the shelf?** Ie: A magazine with a cover date of October may actually begin distribution in the second week of September for example.

Is that OK for you/your client? If the product doesn't reach store shelves until October 5th for example, do you want the ad to appear so far ahead of availability?

---

**Parting Thoughts**

Additional Client direction/request for development of media proposal?

---

---

**If you're a client**, completion of this document will answer many of your agency's concerns and get them out of the gate quickly in planning the best ways to deploy your resources.

Please allow them time to do the job properly. "We want a six month plan on our desk in 48 hours" ... might compromise the quality of plan you receive.

So allow time for plan development, revisions, approvals and then time to meet the media deadlines so your campaign can run as scheduled.

---

---

**If you're an agency**, you may append to this briefing list as befits your local needs.

If your client is familiar with GRP's and CPM's and other industry jargon, then speak to that.

If they're not, you may include it, but explain what it means. An informed client is always easier to work with.

---

---

---

**Do not hesitate to contact us directly if there are any questions on your advertising**

Dennis Kelly  
President  
First Impressions Media  
[dennis@firstimpressionsmedia.ca](mailto:dennis@firstimpressionsmedia.ca)  
Ph & Fax: 905-427-3819  
[www.firstimpressionsmedia.ca](http://www.firstimpressionsmedia.ca)

