

MARKETING SUPPLIER BRIEF

BUSINESS NAME:
BUSINESS ADDRESS:

BUSINESS SLOGAN:

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DOCUMENT INSTRUCTIONS

- ***DON'T FORGET TO DISCARD THE GUIDANCE IN RED***
- *This Marketing Supplier Brief Template will take you through everything you need to write a professional brief with clear guidance on what to include in each section*
- *Use this to ensure your team and business fully understand and buy into your marketing goals and activities*

1. BACKGROUND

This is a brief summary or introduction about the entire marketing plan (Write this at the end):

- *Include a high level executive summary of the campaign*
- *Include a summary from each section of the document*
- *Include at least 5 key goals and objectives the supplier should achieve*
- *List supporting documents*

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2. DATES, TIMELINES AND MILESTONES

When will the campaign activities be carried out and by who? Include activities that will be carried out in preparation, during, and after the plan. Clearly mark out milestones in a different colour – A milestone is a significant event/ activity in the development and carrying out of the marketing activities

No.	Activity	Sub-Task	Start Date	Finish Date	Owner	Comments
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						
16.						
17.						
18.						
19.						
20.						
21.						
22.						
23.						
24.						
25.						

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3. QUALITY TARGETS

Define the level of quality that you or the business Want, Need, and Don't Expect for the campaign deliverables work such as format and design of materials, channels being used etc.

- *Be specific and exact about quality targets*
- *Make sure these targets help to achieve the campaign objectives and milestones*

Examples

- *A NEED for Legal or regulatory standards e.g. the Campaigns must comply with Data Protect Laws especially GDPR*
- *A WANT for design aspects of the supplier activities e.g. Business logo in all content produced*

What we NEED from the campaign deliverables – these must be met and are non-negotiable

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What we WANT from the campaign deliverables – these can be altered or changed

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What we DON'T WANT or NEED from the campaign deliverables – these should not be achieved or included in the campaign

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4. OBJECTIVES AND GOALS

What will the marketing activities and plans achieve in the next 3, 6, 12months, 2 or 5 years? Make these Specific, Measureable, Achievable, Realistic, and Target-bound [SMART]. The objectives should be strategic by explaining what the business will do. Not how you will do it [websites, events, etc. come later!!] The objectives should reflect the points noted in the market insights section

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5. AUDIENCES

Marketing Audience Insights: *(Who are the audience for this marketing campaign? How will they be segmented by e.g. demographics, behaviours, or attitudes? What are their emotional needs e.g. I'm worried I can't afford the product? What are their functional needs e.g. the product is cheap?)*

Audience Segment	Sub-segment	Functional Needs	Emotional Needs
1.	•		
2.	•		
3.	•		
4.	•		
5.	•		
6.	•		

.....

Marketing Audience Insights: *(Who are the audience for this marketing activity? How does the audience 'think, feel, do, and say'?)*

Segment / Sub-segment	Think	Feel	Do	Say
1.	•	•	•	•
2.	•	•	•	•
3.	•	•	•	•
4.	•	•	•	•
5.	•	•	•	•
6.	•	•	•	•

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6. DELIVERABLES AND COLLATERAL

Marketing Deliverables: (What deliverables will be created for the overall campaign and each activity such as materials, products, websites, blog articles? – give details of the collateral to be developed, what’s in scope and out of scope, the date its should be created by, and why it should be created e.g. to help gain customers)

Table with 5 columns: Deliverables, In/Out of Scope, Due Date, Description, Purpose. Rows 1-6.

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Marketing Collaterals: (What key media materials will be created to support sales? What will be created for the overall campaign and each activity such as posters, flyers, E-magazines? – Give details of the collateral to be developed, what’s in scope and out of scope, the date its should be created by)

Table with 4 columns: Collaterals, In/Out of Scope, Due Date, Description. Rows 1-6.

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7. CHANNEL MIX

What advertising channels does the business currently use, and intend to use? How long will the current advertising last? Who are the target customers or audience? How much will you spend?

Channel / method	Timeline	Budget	Target customers
1.		£	
2.		£	
3.		£	
4.		£	
5.		£	
6.		£	

.....

8. BRAND, PERSONALITY, AND TONE

Personality and character: *What is the personality of the marketing message or activities? Is this lively, energetic, positive etc.? How should this be accomplished e.g. using certain design colours? What language will be used when marketing? Ensure that marketing personality reflects the overall business brand and achieves a specific purpose*

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Tone of voice: *How does the business want its marketing message or activities to sound and come across? Is it humble, honest, direct, calm etc.? How should this be accomplished e.g. using certain design colours? What language will be used when marketing? Ensure that marketing personality reflects the overall business brand and achieves a specific purpose*

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Personality / Character	Tone
<ul style="list-style-type: none"> • Energetic • Lively • Playful 	<ul style="list-style-type: none"> • Direct • Loud • Personal
Language	Purpose
<ul style="list-style-type: none"> • Simple • Fun • Large 	<ul style="list-style-type: none"> • To entertain • To educate about products • To sell

9. ACTIVITY OUTCOMES AND TARGETS

Rational: *Why is the business carrying out these marketing activities or campaign?*

Supplier Target: *What should the marketing suppliers activities achieve? Not what the marketing campaign should achieve because this is already covered in Section 4 Objectives and Goals.*

Outcomes: *What key outcomes will the marketing campaign achieve e.g. increase customers, more website traffic etc.? How will these be measure? What are the targets for those outcomes? When must the outcomes be achieved?*

Outcome	Measure	Target	Due Date

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10. ROLES AND RESPONSIBILITIES

Activity or Task	Deliverables	Responsible (person who creates or produces the work)	Accountable (person who signs-off or approves the work)	Consulted (person providing input towards the work)	Informed (person to be informed and kept in the loop)
<p><i>These can also be the activities identified in section 2 Dates, Timelines, and Milestones</i></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • <i>Define campaign objectives</i> • <i>Identify marketing campaign stakeholders</i> 	<p><i>These can also be the deliverables and collaterals identified in section 6 Deliverables and Collateral</i></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • <i>Final SMART objectives for the project</i> • <i>Stakeholder matrix</i> • <i>Stakeholder map</i> 	<p><i>Enter the name of the persons who have agreed to create/produce the activity. This may include internal or external employees</i></p>	<p><i>Enter the name of the persons who will sign-off and approve the deliverable. This will likely be the person who asked for the deliverable to be completed and should be the ultimate approver. This will likely be only one person.</i></p>	<p><i>Enter the names of those we want input or expertise from the deliverable. These people will need to input their view in the final deliverable but they do not have the right to change or agree the final outcome. The campaign should not consult for the sake of consulting. Only if it adds value to marketing.</i></p>	<p><i>Enter the names of those we should be informed about the activity. The campaign is not seeking the permission of this group.</i></p>
Activity 2					
Activity 3					
Activity 4					

11. ADDITIONAL USEFUL INFORMATION

Include any other information that does not fit into the other sections and could be useful for the supplier to know.

Examples, recent business changes to structure or strategy, challenges the business is facing which could impact marketing, previous marketing activities details or outcomes, key dependencies that influence the marketing campaign and activities such as internal business governance etc.

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