

Agency Brief

1. Why do we want new advertising?
2. What is the consumer insight (this is the deep understanding of the consumer based on which the new vision is set)
3. Advertising objective?
4. Who is the target audience?
5. What do the target audiences think & do now?
6. What would we like them to think & do in response to the advertising?
7. What is most likely to achieve this change (discriminator / the uniqueness)?
8. Why should the consumer believe in?
9. List the practical consideration for execution?
10. Timing?



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Event Management
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