

Getmemedia.com – Briefing Service Example

Please name the Brand/Product and sector you are working on?

Brand X, spreads sector.

What is the background to this brief?

Brand X sits within the everyday spreadable category with competitor brands including XXXX, XXXX and supermarket's own label. It began in the UK in the 1990s when the company's founders decided they wanted to offer a tasty low fat alternative to butter. Today Brand X is one of UK's most popular spreads and is loved in over 70 countries worldwide.

For general background on the brand and product range information visit: www.xxxxxx.co.uk

What are the Key Characteristics and brand insights for this brand?

Brand X is deliciously smooth and creamy but remains one of the lowest fat spreads - the new improved recipe means it has only 2% fat. Not only is it incredibly low in fat but it contains only 20 kcal per serving, making it perfect for those dieting or trying to watch their weight.

New Brand X USPs:

- Only 2% fat per serving
- Only 0.2g saturated fat per serving
- 20kcal per serving

What are the Campaign Dates/Timings?

There will be two bursts for this campaign:

1st Jan – 28th Feb 2011

1st May – 30th June 2011

What is the target audience including any key attributes of this group you would like to highlight?

ABC1 women, 25-44 years old

Brand X shoppers are young and very diet conscious. They check the labels on everything and know the fat content and calories of the products they buy.

They eat low fat spreads as part of a low fat / calorie controlled diet.

Dieter consumer (TGI group: 1.96m 'members of slimming clubs)

They are heavy consumers of women's magazines, radio and internet and are heavily exposed to outdoor.

Campaign Objectives – what does the campaign need to achieve?

To raise awareness amongst a focused and loyal slimming audience that Brand X now has only 2% fat and 0.2g saturated fat, by 31st July 2011. An improved level of awareness should really prompt trial amongst this audience.

Brand X should feel big in 2011 via a focused media partnership around relevant content.

Any other product attributes that need to be communicated?

Brand X has a smooth & creamy texture, tastes just like butter and is a natural source of calcium

Any Marketing activity already planned?

There is currently point of sale activity planned in all stockists, there is also a TV campaign planned for the first 4 weeks of each burst.

How will you measure the success of this campaign?

We will measure this activity by looking at;

Sales stats

Awareness of Brand X – (recall of new recipe USPs)

What is the Budget available?

£115k gross is available for this campaign. There is potential for the full budget to go into one partnership, if the idea is strong enough.

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