

YesMore Agency Brief Template

XXth Month 2022

BRAND NAME _____

You may or may not have all the following information to hand, but fill out as much or as little as you have now because we can always update and evolve this in future. Everything you share here is completely confidential between you and us.

YOU, YOUR ROLE & THE PEOPLE IN YOUR TEAM

Your Name, Title, primary responsibilities. Who else is in your team? What do they do? What is your team responsible for as a whole?

YOUR BRAND(S)

A little bit of background information about your brand(s) you're interested in us working on. Marketing thrives on stories so feel free to share some! Feel free to paste in history or links to where we can find more.



YOUR ASSETS

Drop some links to where we can find your brands online. Websites, social channels etc are great for us to get a measure of where they are now. If you don't have them to hand or not relevant now, no worries.

YOUR OBJECTIVES

Reach? Awareness? Engagement? Want to get your brand famous? Go for it, we're up for the challenge and work particularly well when we can work backwards from a really concrete goal you have in mind. Be specific if you can at this stage.

WHAT DO YOU NEED?

You'll likely have a gut feeling on what you think is needed to reach your objectives so let us know - note, though, we may challenge you if we think there's other ways to smash your KPIS.



Please mention the weighting towards each of these (and more) marketing channels if you have a rough idea already. Social Media? Website design? Branding? Influencer Engagement? Email Marketing? PR? Out Of Home? Sponsorship? Events?

- Our Core Services:
 - Overarching Marketing Strategy - Yes/No
 - Overarching Creative - Yes/No
 - Organic Social - Yes/No
 - Paid Social - Yes/No
 - Content Production - Yes/No
 - Influencer Marketing - Yes/No
- Our Partner Services:
 - PR - Yes/No
 - Events & Experiential - Yes/No
 - Website - Yes/No
 - SEO - Yes/No
 - PPC & Google Ads - Yes/No
 - POS Design - Yes/No
- Other Marketing Channels (list as you wish):
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WHAT HAVE YOU TRIED BEFORE?

Have you tried anything in the past? Did it succeed? How? Did it fail? Why? If we can build on what you already know does/doesn't work we'll all be able to get to work faster. Please attach or share links to any past campaign reports. What has been your marketing mix before?



WHAT DO YOU STRUGGLE WITH?

Short on time? Small team? Low budget? Let loose on your gripes and frustrations and we'll share in our response how we can (if we genuinely can) help with those.

YOUR TIMINGS

Need to get something sorted internally before starting? Waiting for X to happen before we can start? Or are you looking for us to get going on Monday? Either way, let us know and we'll respond accordingly.

YOUR INVESTMENT

As well as a rough idea of your budgets (ball park is fine if you don't know yet), it would be great to get an idea of what kind of agency partner you're looking for? One off campaigns? If so, roughly how many per year? Retained ongoing relationship? Either way let us know as it gives us a barometer to help us with our own staffing to ensure you get the very best of our team for as long as you need them.



WHAT DO YOU WANT TO SEE IN OUR PROPOSAL?

Some people like to see our approach, some prefer to see creative ideas, some want to see fully mocked up designs and moodboards of images. There's a certain limit to how much we can present without actually doing all the work we're proposing to work with you on after a formal agreement, so essentially what we're asking here is: what do you need to see in our presentation to arm you with enough detail to make a decision and sign off our working relationship?

IS THIS A COMPETITIVE PITCH?

Are you briefing any other agencies too? If so, are you able to share who they are? This is useful for our own context, understanding our own competition and ensuring we're being effective in delivering the very best response to your brief.

ANYTHING ELSE?

There's LOADS of other things, nitty gritty bits and bobs, we could have included in this form but it gets a bit OTT sometimes. Let us know if there's anything else you want to add in here at this stage. No problem if there's something lingering in the back of your mind you can't remember, we'll come back to it - it's better for us to see your brief now and to get our brains ticking rather than wait or guess.



