

Marketing Brief

it's important for the ones producing the deliverables in the marketing activity to really understand what you want to accomplish and if there is any restrictions. Answering 5 questions will enhance the chance of getting a successful marketing activity.

It's likely that your company have an overall business plan, which is broken down to actions. Usually there are some marketing activities included as actions, e.g.:

Overall goal	Sub goal	Strategy	Tactic	Responsible	Deadline
Have the strongest brand within eyewear in the world.	Get 3 global design awards this year.	Work with the best designers.	Contact 40 top designers.	Adam	1 Mars
			Sign 4 top designers.	Christian	20 Aug.
		Create brand recognition.	Create marketing campaign.	Beatrice	31 June
			Apply for 7 design awards.	Beatrice	31 June
	Get 2 clinical evidence published this year.	Team with the best research facilities.	Initiate 6 studies.	Christian	20 Jan.
			Apply to top medical papers.	Erika	31 Dec.

Even if you have an in-house marketing department it's important for the ones producing the deliverables in the marketing activity to really understand what you want to accomplish and if there is any restrictions.

The following question should be answered before starting the production of a marketing activity. Usually marketing agencies call them "Marketing Briefs".

1. What's **the goal** that you want to accomplish with the marketing activity and how can it be measured?
2. What's the marketing **message**?
3. Who are the **target group**? Is it a certain market or geography?
4. What **tone of voice** should be used?
5. Are there any **claims** that can be used? If so; what are the references?

It's recommended that the marketing activity should be handled as a regular project, when executed.