

# CAMPAIGN BRIEF.

How do we build an effective campaign?

Look at what we consider when planning campaigns that work.



## BACKGROUND

Tell us about your business. We want to know about your brand, products, pricing, distribution, business category and your point of difference. Information on current & previous campaigns you've run as well as their success will help us to build your outdoor media campaign.

## OBJECTIVES

What is the aim of your outdoor media campaign and is your objective measurable? Please let us know if you are:

- Looking to drive traffic
- Trying to increase product sales
- Promote ticket sales for an event
- Aiming to build brand awareness
- Shift brand perceptions
- Block competitor activity

## GEOGRAPHIC MARKETS

Where are your customers and which geographic market do you want to target? Are you looking to target the country, a state or a regional area?

## COMPETITORS

Who are your key competitors? How are they currently advertising? If we can know this we can help to create a point of difference for your business.

## BUDGET

Do you have an advertising budget for your campaign?

We can recommend outdoor advertising based on your budget or if you are unsure, let us know what the above information and we can build a plan and submit a quote to you.

## CAMPAIGN MIX

Is your Mobile Outdoor Media advertising part of a larger campaign? Please let us know details of other media being used for your campaign, as well as any events or promotions that will be used to support.

## CREATIVE

Do you have artwork built for your campaign or are planning to build in house? Let us know! If not we can help to get your artwork built, optimising look, feel, visuals and copy for outdoor use.

## TIMINGS

When do you want to run your campaign? How long do you want it to run for?

## TARGET MARKET

Who are you looking to target with your Mobile Outdoor media Campaign? It will help us if you can specify:

- Target Audience sex
- Your target market age (range)
- Their socioeconomic profile
- Their interests
- How they currently engage with your brand

---

**For an immediate campaign proposal  
and quote get in touch now on  
1300 471 712 or click here:**

[Contact Us](#)

---