The Business Growth Brief

Your media mix needs a clear purpose



The campaign goal, audience and creative requirements should shape the channel plan.

Channel choice follows the business brief

A channel can be popular and still be a poor fit for a particular campaign. Before discussing placements, define what the campaign should accomplish, who it needs to reach and where that audience matters to your business.

A campaign aimed at people already searching for a service may need a different approach from a campaign introducing a new offer to a market. Search, social, online video, streaming TV, radio, print and outdoor each create different opportunities for a message and a response.

Planning also connects creative with placement. Confirm specifications, timing and the next customer action before production begins. A radio message, a billboard and a landing page can share the same core offer while using formats that fit the way people encounter them.

The media brief

- ✓ One primary campaign objective.
- ✓ A defined audience and market.
- ✓ A realistic scope and schedule.
- ✓ A clear creative message and response path.

QUICK ACTION Write the campaign objective in one sentence. Use it to explain why each proposed channel belongs in the plan.

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A more useful media conversation

01 Separate the cost components

Review media spend, creative production, setup, campaign management and reporting as part of the full scope. Confirm which items the quote includes and which depend on final quantities, formats or placement choices.

02 Confirm the creative requirements

Collect the specifications for each selected placement before producing assets. Confirm file formats, dimensions, durations, delivery deadlines and approval steps with the relevant provider or production team.

03 Check the response path

Every campaign needs a sensible next step. Test the advertised URL, phone number or inquiry page. Ensure the team can recognize and respond to the interest the campaign generates.

04 Review delivery and response

Confirm agreed placements and the available proof of performance. Then evaluate the response against the campaign objective. The next decision may involve the audience, message, timing, channel mix or landing page.

HOW WE CAN HELP

Required Marketing Group plans and buys digital, television, radio, streaming, print and outdoor media. Media and production receive custom quotes.

Book a consultation / (844) 978-1051