**Detailed request brief**

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| --- | --- |
| **Job Title: XXXX**  **Job Number: XXXX** | |
| Marketing Contact: |  |
| Client / Stakeholders: |  |
| **BACKGROUND** | |
| **Is this a brand new job requiring new creative?**  **Or is this a redesign/rework of a previous job?** |  |
| **Brief description of job?** |  |
| **AUDIENCE** |  |
| **Who is the target audience?** |  |
| **OBJECTIVES / PROMOTION** |  |
| **What are the overall objectives or marketing objectives of the work** |  |
| **How and where do you plan to promote it? Or if this is solely a print job, where is this going to be used?** | What existing strategy has been defined? What is already planned/booked? |
| **MEASURE / REPORTING** |  |
| **Expected / desired outcomes and measures of success** | What will show the asset has been successful?  Do you need reporting on this? If so, do you need Digital Marketing reporting support? |
| **STRATEGY / OUTPUTS** |  |
| **What are your creative and/or digital requirements?** | Include creative considerations and outputs (web/print/copy/social/video etc), mandatory requirements, design specification |
| **What is the key take out and call to action?** | What should the target audience feel, believe or do as a result of this communication? |
| **Examples of benchmark campaigns or creative and/or any supporting assets** | Provide links to as appropriate |
| **PLAN** |  |
| **Budget** |  |
| **Due Date(s) / Delivery Date** |  |

* Once you have completed the above brief, tick channels you need outputs from and only complete the relevant channel brief on the next pages.
* **If this is a new / redesign print job you must only complete print and copy brief questions**

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| **Print** | **Web** |
| **Copy** | **Video** | **Short url** |
| **Photography** | **Social** | **Online Link** |
| **Digital asset** | **Email template** |

* Once submitted – check the status of your job by going to support.ntu.ac.uk and selecting ‘Check your tickets’

**Print channel brief**

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| **Delivery address** | Detail to who and where outputs should be supplied |
| **Format/Size:** |  |
| **Image brief: (if applicable)** |  |
| **Volume/Quantity** | Detail as relevant for print/media/other |
| **First Artwork by:** |  |
| **Final sign off** |  |

**Copy channel brief**

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| **Does the copy need to be checked before going to design or at final artwork or both/neither?** | Please write ‘before’ or ‘at final artwork’ or both/neither |
| **Is this a creative thinking brief or a proofread?** |  |
| **How many pages of copy are there to be checked/written?** |  |
| **When will copy be ready** | When will you provide the written copy by? |

**Digital asset brief**

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| **Dimensions (in pixels)** |  |
| **File type required (if known)** |  |
| **No. of rotations (if applicable)** |  |
| **Maximum file size (if applicable)** |  |

**Photography channel brief**

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| **Shooting dates required** |  |
| **Special requirements** |  |
| **Media usage - print/web/social/homepage** |  |

**Website / web update channel brief**

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| **Who will maintain and update this digital content in the future** |  |
| **Do you have an idea for size of site (no. of pages) and sitemap/structure** |  |
| **Is this replacing existing content? Does this need archiving? Do other links on the site need updating?** |  |
| **Do you require a web form?** | Yes/No (if yes, please complete and attach form requirements form) |

**Social channel brief**

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| **Which channels do you think could be used and why? (we can advise as to which will work best to meet your objectives)** | Facebook /Twitter/ Flickr/ Youtube/Pinterest/Instagram/Other |
| **Duration** |  |
| **What are your keywords. eg. seo, adwords,** **buzzwords, metadata,** |  |
| **Any Corresponding / associated hashtags** |  |
| **Do you have any imagery to support the posts?** | If yes, please submit along with the brief |

**Online Link channel brief**

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| **Lifespan** |  |
| **Campaign location** | On which site will links be located? Or will they be sent via email? |
| **Type of campaign** | e.g. CPC, Email, Button, Profile |
| **Target result metric** | Expected or hoped for results of the campaign: clicks, quality of traffic, conversions |
| **Landing page** | The various landing pages within A/B testing |
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**Short url channel brief**

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| **Lifespan** |  |
| **Target result metric** | Expected (or hoped for) results of the campaign, clicks, quality of traffic, conversions |
| **Requested short url** |  |
| **Landing page** | Page where short url should redirect to |

**Video channel brief**

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| --- | --- |
| **Video job type** | New video and edit  Graphics/Animation  Live Streaming  Re-Edit  Filming only |
| Video strategy and uploading | |
| **Video assets to be created** | What video assets do you need creating to implement your strategy and achieve your outcomes? i.e. ‘1 x main video with 4 x social media short clips.  Archive shots - With all videos, alongside the main deliverables we aim to have up to 10 archive clips delivered in a ‘B-Roll’, where applicable, i.e. if buildings/activities/students learning/academics teaching are being filmed as part of the main video. This is so we can build up an archive of shots for general use on the homepage banner and other videos. |
| **Desired duration** | *30 seconds / 1 minute / 2 minutes / other – please explain why*  *We aim for above 75% for our average viewing duration for each video. This is based on the YouTube average. Current evidence suggests videos between 60 and 90 seconds help us achieve this.* |
| **Where do you want the video uploading to?** | NTU new web pages  NTU old web pages  YouTube  Please state playlist:  Facebook  Twitter  LinkedIn  Instagram |
| **Video Title and Description** |  |
| **Who will be appearing in the video?** | e.g. staff/students/student ambassadors, academics - explain why are they the most appropriate contributors? Have they appeared on camera before and agreed to take part |
| Delivery deadlines | |
| **Proposal / quote deadline** |  |
| **Filming dates required** |  |
| **First draft sign off** |  |
| **Final master delivery** |  |
| **Delivery Formats** | 1 x 1080p master mixed down .mp4 file  1 x 1080p unbranded with no music .mp4 file |
| **Lifespan** | Unless this is for an annual event, we expect all of our videos to have a lifespan of 3-4years. |

**Email template channel brief**

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| Format | Outlook / Prospects / UCAS / Exact Target |
| **Design & Content** | |
| New design or Redesign |  |
| Header Image  (Must be at least 600px x 200px) |  |
| Destination page for header link |  |
| Strapline / Title |  |
| Layout | For example:   * Full width text * Introduction with article summary and images * Full custom (give sketch) |
| Content – Does content need adding or should the template be  blank? |  |
| Footer content - What links/social icons should be included in the  footer? |  |
| Footer address (if different to NTU City Site) |  |