

Media Buying Brief

1a) Customer¹ Information

Customer Department/ALB / Organisation:	Capita / British Army
Customer contact (tel/email):	[REDACTED] [REDACTED]
Policy area:	
Specific campaign:	This is Belonging, Q1 2018

1b) Communications Strategy

<p>Outline of strategic approach:</p>	<p>Creatively, in-a-nutshell, how 2018 evolves from 2017:</p> <ul style="list-style-type: none"> • 2017: Show the benefit of belonging -> • 2018: Make the benefit of belonging feel personally attainable. <p>To join, recruits must believe 2 things:</p> <ol style="list-style-type: none"> 1. There's a benefit - an army career can benefit them personally. 2. It's attainable – someone like me could join the Army and have that benefit. <p>Last year we landed the ownable benefit, and delivered hard results across all streams. So to make 2018 even stronger, we must make belonging feel more attainable to more people.</p> <p>Believing the Army is attainable is hard for our audience, and the sense of 'belonging' is the key to making it attainable. This needs to extend across the candidate experience, and come to life through all the channels our audience consume content in.</p> <p>We've looked at our own campaigns and best practice case studies to identify x3 key learnings:</p> <ul style="list-style-type: none"> - "Feeling I would fit in" is a significant driver of total Army interest. Aligning with the
---------------------------------------	--

¹ For the purposes of this document the term 'customer' refers to the client

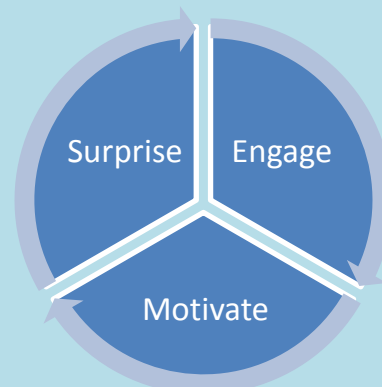
creative approach, broadcast channels must be planned for highest and most efficient reach to create ubiquitous effect amongst MTA.

- **Social conversations best support change.** We must create opportunities to open conversation with paid media and help generate earned media for the campaign.
- **One size doesn't fit all.** Deliver media and creative tailored to platform, and design targeting strategies to appeal to different audiences.

Resulting in x6 comms principles for implementational media:

1. **Always on.** Our audience are connected and never switch off, neither should we.
2. **Ubiquitous.** Ensuring we achieve wide but effective R&F to drive inspiration and action at scale
3. **Integrated.** Audience moves seamlessly between devices and media; we must ensure no dead ends to create a coherent experience
4. **Media & Creative.** Working together to build optimal messaging, right audience, place, time
5. **PR & Media in tandem.** Creating media exposure that is bigger than the sum of its parts
6. **Long Term.** Ween ourselves away from short term media to drive LT brand growth

Media Connections Strategy:



We want to **Surprise** our MTA and challenge perceptions of the British Army and make consumers feel differently. **Engage** them by placing ourselves in relevant and helpful formats, placements and

	creative. And Motivate our MTA by driving positive action towards the British Army.												
Objective: what is the main thing you want to achieve? (<i>& is there a tangible KPI you are tracking?</i>)	<p>Awareness that the Army is recruiting.</p> <p>Consideration of Army careers amongst core target groups (Reg & Res), but also amongst target groups of BAME and Female recruits.</p> <p>Delivery of monthly application targets across all streams as below.</p> <table border="1"> <thead> <tr> <th>RG</th> <th>January</th> <th>February</th> <th>March</th> </tr> </thead> <tbody> <tr> <td>REG</td> <td>6,380</td> <td>6,373</td> <td>6,332</td> </tr> <tr> <td>RES</td> <td>2,550</td> <td>3,329</td> <td>2,918</td> </tr> </tbody> </table>	RG	January	February	March	REG	6,380	6,373	6,332	RES	2,550	3,329	2,918
RG	January	February	March										
REG	6,380	6,373	6,332										
RES	2,550	3,329	2,918										
Is this activity designed to prompt behaviour change? If so describe the behaviour change required:	Motivate increase in applications by re-assuring candidates that if they want to belong, they'll be supported and accepted.												
Please describe the creative approach (<i>e.g. creative brief/strategy, or finished creative</i>)	<p>We're going unpack the true power of belonging - showing what it can do for you. This means we are challenging stereotypes in 2 ways – which has huge creative power:</p> <ol style="list-style-type: none"> 1. Everyone starts out soldier-ready 2. Soldiers are all one type of person <p>We're doing this by telling the diverse stories of soldiers who found the acceptance and support to grow through belonging.</p> <p>Challenging stereotypes head on will make our campaign bold, surprising, and get people talking.</p>												

Total Customer media budget Exc VAT	████████████████████
Briefing issue date:	24/10/17
Campaign timings: (<i>please state whether different media channels launch at the same time or have specific timing plans</i>)	01/01/18 – 28/02/18

1c) Other Details

Regionality / or International	UK-wide
Restrictions (<i>e.g. regional exclusions, daypart, partnerships in place</i>)	Normal restrictions apply to Northern Ireland, plans to be approved by ██████████ ██████████

Assets available (e.g. creative, website or leaflets, etc.)	Refreshed suite of ATL and BTL assets produced by Karmarama, adapted by 33 and Tonic
--	--

1d) Contacts

Comms planning agency:	MediaCom London
Comms planner:	[REDACTED]
Creative agency:	Karmarama
Creative planner:	[REDACTED]
Other agency contacts (PR, Digital etc):	[REDACTED]
Carat media buying contact:	[REDACTED]
Technical contact (website tagging, etc):	[REDACTED] [REDACTED]

2) Target Audience

Audience insight	<p>16-24, primarily C2DE.</p> <p>Our regular soldiers are young and connected. They live for their phones and social media forms a huge part of their media day. We therefore have to account for ‘continuous partial attention’ and ensure our campaign touchpoints are well-linked.</p> <p>High indexing medias include social, mobile, cinema. Not heavy TV viewers. They’re less likely to listen to traditional radio but stream music or listen digitally.</p> <p>High indexing interests include sports, music, fashion, socialising with friends of similar age, and they don’t consider themselves good with money, but they like taking risks and being adventurous.</p> <p>Please refer to the “creative approach” which outlines some of the key barriers and insights to our audience’s mindset.</p> <p>Key lifestyle themes across all soldier streams from TGI work to date include the below:</p> <ul style="list-style-type: none"> - Open to change - Ambitious and money-driven, but not good at money management - Thirst for variety and risk - Highly likely to be influenced by those around them, we cannot speak solely to our core audience, we must reach out to gatekeepers and peer groups - Core audience interests include music and gaming
-------------------------	---

	Recommended GeoViewer Filters: MOSAIC Group M - Family basics (M55) and Group O - Municipal Challenge (O62).
Buying audience required (Please note that it may not be possible to specifically buy desired audience so we will find the most relevant proxy)	Regular: 16-24 C2DE. Please note we have identified that the above Mosaic groups are the “Public Sector” version from Experian. Please confirm if this is suitable or if you will require another version of codes, which we do have.

Digital Media briefing form (Display and Biddable)

Digital Campaign Summary			
Role of the digital channels (e.g. outputs or outcomes):	Online Display	Search	Social
	<p>Channel role is to reinforce to the MTA that the Army is a place for someone like them – both in terms of inclusiveness and practical benefits. Push users to landing pages to find out more or apply.</p> <p>Econometrics has shown dig display to be most effective when deployed alongside higher reach media, therefore we must use display to create connections to other channels, helping to maintain awareness and harvest interest.</p> <p>Ultimately two-tiered, awareness and driving to conversion.</p>	<p>Role of channel is to harvest the interest generated by other media and provide an easy and relevant route to information/application.</p> <p>Search has been driving registrations but not applications so we should look at developing our segmentation to optimise to this.</p> <p>Audiences to be targeted by search term, geography, campaign – ideally having tailored landing pages for maximum effect.</p>	<p>Role of channel is to connect with our audience where they spend their time and challenge perceptions and stereotypes.</p> <p>Drive to website for animations, registration page for more hard-hitting response based messaging.</p> <p>Focus on our core MTA at first to gain traction and advocacy, then open out more broadly – this will create a stronger message of Belonging/inclusivity. Social retargeting should run to drive through to registration page to capitalise on increase in short-term interest.</p> <p>Awareness at launch, then move to engagement and application.</p>
Campaign history	New campaign:	Has run before:	
Campaign type	<p>Display. Awareness (surprise), direct response (motivate)</p> <p>Social. Awareness (surprise), Engagement & amplification (engage), direct response (motivate)</p> <p>Search. Direct response (motivate)</p>		

Versions of website	Desktop:	Mobile:	
Destination URL(s)	Website URL: Capita to confirm YouTube Channel: Facebook page URL: Twitter handle Linked in page URL: Other URL (tumblr etc):		
Targeting			
Target demographics (Be as specific as possible in order to satisfy the varying targeting capabilities of the digital media owners – e.g. Age, Sex, Demographics, lifestyle, interests, career type, etc):	<p>16-24, primarily C2DE.</p> <p>Our regular soldiers are young and connected. They live for their phones and social media forms a huge part of their media day.</p> <p>High indexing medias include social, mobile, cinema. Not heavy TV viewers. They're less likely to listen to traditional radio but stream music or listen digitally.</p> <p>High indexing interests include sports, music, fashion, socialising with friends of similar age, and they don't consider themselves good with money, but they like taking risks and being adventurous.</p> <p>Please refer to the "creative approach" which outlines some of the key barriers and insights to our audience's mindset.</p> <p>Key lifestyle themes across all soldier streams from TGI work to date include the below:</p> <ul style="list-style-type: none"> - Open to change - Ambitious and money-driven, but not good at money management - Thirst for variety and risk - Highly likely to be influenced by those around them, we cannot speak solely to our core audience, we must reach out to gatekeepers and peer groups - Core audience interests include music and gaming <p>Recommended GeoViewer Filters: MOSAIC Group M - Family basics (M55) and Group O - Municipal Challenge (O62).</p>		
Geographical	UK: YES	England:	Scotland:
	Wales:	N Ireland:	Other Regional:
	International:		
Detailed local information	Focus locations for geo-targeted media as below. Primary: Newcastle, Sunderland, Middlesbrough, Glasgow, Liverpool, Leeds, Cardiff, Sheffield, Bradford, London, Birmingham, Manchester.		

	Secondary: Leicester, Stirling, Dundee, Blackpool, Hull, Scunthorpe, Nottingham, Stoke, Swansea, Bournemouth, Plymouth, Southampton.	
Search networks	Google: Joint Marketplace (Bing):	
Display networks	Govt Trading Desk: Primary focus for conversion	Site Targeting: TV sync partner. Geo-targeted mobile to OOH sites, events, and ACCs (see Rhea from Capita)
YouTube promoted videos	Yes: See AV section No:	Non Skipable?
Facebook (CPC/ASUs/Posts)	Yes	No
Previous channel learnings and specific requests:	<p>Display: Awareness burst at launch, high impact on first weekend of activity. Activity should then revert to efficient traffic driving, creating simple shortcuts between channels and with focus on delivering applications.</p> <p>Search: Contextual search ads relevant to user search term (use Karmarama messaging matrix, i.e. search about salary is served salary and benefits copy). Dynamic search ads to be implemented, using areas of focus from Capita to serve details of nearest local ACC.</p> <p>Social: Role varies by strategy strand.</p> <p>Surprise: FB, SC, IG, TW – impactful formats (and 2:1 vertical video/animation) to cut-through and create awareness. Teasing of campaign pre-launch through short trailers. Sparking social conversation.</p> <p>Engage: Extend engagement of campaign, through conversation and keyword targeting. Utilising visual animations being produced by creative agency to deepen connection with audience and drive consideration. Social TV sync. Candidate channels FB & TW.</p> <p>Motivate: Sequentially messaging most engagement users, to encourage to apply, candidate channels FB & TW.</p>	
What does TouchPoints suggest for the deployment of messaging via Online, mobile and VOD (e.g. relevant mood/location/secondary activity)?	Gaming indexes highly against all our audiences – opportunities should be considered here. Often dual-screening or multi-tasking.	

KPI's, Measurement & Reporting			
What are we measuring?	Online Display Applications: Registrations:	Search Applications: Sales:	Social Applications: FB & LI Reach: FB, SC, IG Engagement: TW, FB
Key performance indicators	Target CPA: Conversion stand Viewable Reach: Awareness stand	Target CPA: Target CPC:	Social: Depending upon strategy strand. - Reach - Engagement - Applications
Prior performance (Please share any specific CPA's achieved for display and biddable activity)	Display: Carat to advise	PPC: Carat to advise	Paid Social: Carat to advise
Required performance reporting frequency:	Fortnightly / Monthly / End of campaign / Other - Weekly		
Tracking			
Is it possible to add third-party tags to your website? If so, please detail type of tag. (Customer to confirm. Provide contact please) (na for mobile)	Yes. Capita to confirm process ([REDACTED])		
3 rd Party tracking	DoubleClick/DART Omniture	Speedtrap/SAS Google Analytics	Webtrends Other (pls specify)
Do you require your Google analytics account (if applicable) to sync with Google PPC? (Customer to confirm) (n/a for mobile)			
Retargeting strategy – Please provide details of which pages and creative are involved	Display <ol style="list-style-type: none"> Exposed users > further awareness messaging Engaged users > further research and consideration messaging Converted users > ongoing conversation and reassurance messaging <p>Re-targeting optimisations to be made vs. applications.</p>		

	Consideration of cross device usage, how can we effectively re-target users without over-exposing.
AdGooroo tracking required?	Yes / No
Digital Creative	
Brief description of work, whether including brand/campaign proposition, and any mandatory requirements:	<p>This is Belonging.</p> <p>Launch AV = “The Voice” and “The Prayer”, this is to be reflected in video formats.</p> <p>Static formats to be rationale conversion driving creative, currently producing x5 standard iAB.</p> <p>Carat to advise on further required formats and specs at point of plan completion.</p>
Are there any daypart, day of week or editorial environment recommendations or restrictions?	<p>Previous learnings show early in week between 9am – 3pm best for conversion, so this should be the focus of response activity.</p> <p>Awareness-led activity should be optimised around when our audience interacts with media.</p> <p>Mobile first approach should be adopted, consider use of mobile display specialists such as Mapp, Weve, Mobkoi, Mobsta as well as apps such as Teamer for contextual relevance.</p>
<p>Please specify number of formats for paid social activity and provide timeline when these should be distributed (a content calendar will be required – please provide a contact of the person that will be supplying this so our specialists can liaise with them to obtain the calendar. PLEASE NOTE, activity will not be able to be put live without an agreed content calendar as this informs the budget allocation for each post for the campaign period. Creative specs will be contained on the plan. If agency are building ads assets are required five working days prior to live date. If customer is creating ads agency requires URL of post two working days before live date).</p>	<p>Video</p> <ul style="list-style-type: none"> - 30” headline copy 16:9 & 2:1 VV (x2) - 15” animation copy 16:9 & 2:1 VV (x2) <p>Static</p> <ul style="list-style-type: none"> - Various stills from headline AV creative, and generic This is Belonging imagery as used throughout 2017, available in 1:1 and 2:1 vertical. <p>All available from 2nd January for paid promotion.</p>
<p>Youtube – Do you wish to deliver a click through or just views (Please provide URL of YouTube channel. You will need to send URL of ad that you wish to promote 3 working days prior to live date)</p>	See AV section

What specific channel tests are in place, and how will they be measured?	I3 conversion tracking Econometrics media effectiveness Army Jigsaw brand tracking
Trafficking details	No of formats: TBC based on plan No of creative iterations: Rotation detail: Delivery date of each rotation
Keywords & Ad Copy	
Keyword considerations (please state if an existing account can be utilised or will a new build be required?)	New: Existing: (please provide a contact to receive a list of keywords and ad copy) Carat to work with Karmarama to write new campaign ad copy, building on existing asset bank. Karmarama and 33 working on master messaging matrix, this can be shared in the next week or two.
Any search Call to action(s)	Find out more. Apply now.
Ad types	Text: Image: Video: Text to call: Carat to advise on best format based on previous learnings and campaign KPIs.
Ad copy/assets supplied	Yes No To Follow
Ad copy considerations/call to action (Does ad copy need to be refreshed or are there any new messages you would like to promote. Please provide these messages if they are known)	Yes, to be refreshed, please liaise with Karmarama
Keyword and ad copy approval	[REDACTED]
Clash management	
Are you aware of any keyword clashes with other campaigns?	Yes No
If yes, what is the campaign in question?	Navy and RAF, Carat to manage. Also de-conflict with 33 tactical campaigns, contact is [REDACTED]
Are the clashing or negative keywords critical to your campaign audience? If so, why?	
Website	
Who controls the site(s)? (include name, state if contact for tagging is different)	Creative agency Other - Capita

Contact name	[REDACTED]	[REDACTED]	[REDACTED]
Email	[REDACTED]		
Contact details	[REDACTED]		
Do you have a container tag?	[REDACTED]		
Do you need any changes to the DFA spotlight tags or new spotlights added?	Yes No		
If they can, what are the turnaround times?	[REDACTED]		
Additional Digital Information	[REDACTED]		
Please provide facebook URL and Twitter Handle	[REDACTED]		
Please provide contacts that can approve admin access in order to implement promoted posts/tweets	[REDACTED]		
Specify the role for media owner partnerships (please specify link with other channels where appropriate):	[REDACTED]		

SEO	[REDACTED]		
Who manages SEO?	In House Other	SEO Agency	Creative Agency
Contact name	[REDACTED]		
Email	[REDACTED]		
Contact details	[REDACTED]		

OOH channel brief

Campaign – OOH Channel Specifics	
Role of the channel (e.g. outputs, outcomes). Refer back to the 'Objectives and lessons learned' section above:	<ol style="list-style-type: none"> 1. Awareness that the Army is recruiting amongst broad target audience 2. Consideration of Army careers amongst core target groups (Reg & Res), but also amongst target groups of BAME and Female recruits
Channel formats required:	Recommended 48s, D48s, 6s, D6s, supersides and street liners. Impactful DOOH sites to be considered within budget restrictions to deliver impact at launch in key major cities.
Targeting	
Regionality	<p>Data from Capita shows 12 locations with most headroom for applications so spend should be focused within here as much as possible:</p> <ul style="list-style-type: none"> - Glasgow, Newcastle, Peterborough, Doncaster, Liverpool, Cardiff, Birmingham, Manchester, Sheffield, Portsmouth, Middlesbrough, Nottingham <p>Please also include selected sites from London, Belfast, Edinburgh, and Leeds for launch to raise wider national awareness.</p>
Are there any specific addresses which need targeting within the campaign	No, key hubs as above
Do you have any owned postcode data sets which can be used to shape the campaign distribution?	Postcode data has shown the above 12 cities are our top performing locations for applicants.
Are certain days or times of day more relevant than others for OOH	Candidates are more likely in education or service work, so commuting hours, late evenings, and weekends likely to be best timings.
Audiences to report against (specify if campaign audience, target group):	Regular C2DE 16-24
Previous channel learnings:	Environmentally relevant OOH has anecdotally been reported as strong performers in the past, examples include; gyms, pubs, bars, sports centres, powerleagues. So should be considered as a small part of the plan.

What do insight tools such as TouchPoints suggest for the deployment of messaging via this channel (e.g. relevant mood/location/secondary activity)?	
Measurement	
Required KPI targets and measurables (detail outputs from outcomes, e.g. number of responses, or level of awareness or specific behaviour change that this channel can be attributed to):	Econometrics will measure this activity. Army quarterly brand tracking will also measure awareness.
Creative, copy, format, production	
Format guidelines: i.e. inclusions or exclusion of certain formats due to past experience, results or creative compatibility	None
Environment guidelines:	
Creative agency contact for OOH:	[REDACTED]
Production inclusive or exclusive? If inclusive please provide the number of different designs so that a quote can be provided	Inclusive. Allow for 2 designs per format.
Can TV creative be adapted for digital outdoor sites?	Yes
Additional channel specific information	
Specify the role for media owner partnerships (please specify link with other channels where appropriate):	
What specific channel tests are in place, how will they be measured?	Econometrics & brand tracking.
Please specify the level of photography required (please note that photography	Standard

beyond proof of posting and a couple of professional shots will carry a cost)

Is over-show acceptable? If the campaign must be posted out by a certain date please specify.

Yes

AV channel brief

Campaign – AV channel specifics

Role of the channel (e.g. outputs, outcomes). Refer back to 'Objectives and lessons learned' section above:

TV

Primarily to drive consideration for a career in the Army. Although in 2018 we want to use TV to ignite social conversation and drive WoM at campaign launch.

All comms must hang off TV, this is our lead media so we must ensure easy and accessible connections to other channels, and synchronise where efficient connections between each can be made (e.g. display/social TV sync, ppc search copy replicating TVC, social

VOD

The role of VOD will be to extend our TV reach and provide penetration for the TIB messaging to drive registrations and short-term applications.

In this brief we are considering all forms of OLV within VOD; network VOD, broadcast VOD, YouTube, outstream video, etc. Please consider outstream video, case studies with Teads and Unruly, etc. show this can add to TV reach.

Cinema

Cinema will help us build awareness and capture the audience's attention.

The immersive nature of the channel offers an excellent environment for the TIB creative, and an opportunity to run longer more engaging copy lengths.

	keyword targeting around key spots, etc.)		
<p>AV requirements / formats:</p>	<p>x1 40" copy for launch weekend. Reverting to x2 30" & x2 20" from Mon 8th</p>	<p>Copy to run in line with the TVC – with new creative being introduced in March. All should be Clearcast approved, Karma to advise on copy rotation details. Expect first two to be "the Voice" and the "the Prayer". Both to have long edits (60", 30"), but also short edits to use on outstream and as YT bumpers (15", 6")</p>	<p>x2 40" copies available from launch</p>
<p>Targeting</p>			
<p>Audiences to report against: (specify if campaign audience, target group or buying audience 'BARB'/'FAME'/'comScore')</p>	<p>TV and Cinema should continue to perform our "headline" role, targeting a broad audience – 16-24 year olds and gatekeepers. Reporting audience: Ads 16 – 24.</p> <p>Depending on the available impression pool, VOD should be split by target segment, broadly by Ads 16 – 24 C2DE then building in interest and motivation themes such as those highlighted in the introduction – sports, music, fashion, action, adventure, gaming.</p> <p>Moreover, if we can build segments based around contextual relevance of creative, particularly in outstream video, such as articles including themes of feminism, equality, gender, race, religion, etc.</p>		
<p>Regionality (please specify including any exclusions and whether regional creative may be produced)</p>	<p>National</p>		
<p>Previous channel learnings:</p>	<p>Econometrics shows that TV helps augment the effectiveness of digital display activity when run in tandem, suggest implementing sync measures as highlighted in the "display" section of the brief.</p> <p>AdSmart (VOD) has proven effective at driving short-term response (especially registrations), we should look to build out custom audiences as highlighted above in the VOD section.</p>		

	Cinema is a long term awareness driver, although this brief is only covering Jan – Feb, please explore and suggest long term options for future briefs.
What does TouchPoints suggest for the deployment of messaging via this channel (eg relevant mood/location/secondary activity)?	Early in week is strong for website conversion, we should upweight ratings to late and early in week to raise awareness over the weekend and convert Mon/Tue. This should be done without compromising our high impact spots on Fri/Sat/Sun
Are there any daypart, day of week or editorial environment recommendations or restrictions?	Given the creative message, we should place our hero spots around key moments of belonging for our audience such as sports, dating, reality TV, etc. See “audiences” section above, but where possible with OLV we should be brave and confident in placement of the creative, to challenge perceptions about the British Army and create talkability.
Will ethnic airtime be required?	Yes, x1 of the creative copies focuses on a Muslim soldier and his prayer practises, showing that he/she is accepted and welcomed by the wider section.
Measurement	
Required targets and measurables <small>(detail outputs from outcomes, e.g. number of TVRs achieved vs. target, number of responses, or level of awareness or specific behaviour change that this channel can be attributed to):</small>	<p>Increase % of “army interested” on Jigsaw tracker by 5%, currently 27% of 14-24’s (quite interested / very interested / going to apply)</p> <p>Increase % of those who perceive the Army is actively recruiting women by 5%, currently 54% of 14-24’s</p> <p>Increase % of those who perceive the Army as a “welcoming environment for all ethnicities” by 5%, currently 49% of 14-24’s</p> <p>MediaCom frequency calculator has suggested the effective frequency of this campaign is 3 to 4, with optimum monthly OTS, accounting for decay, being 5.9.</p>
What is the copy response mechanism?	<p>Female: Having my voice heard...this is belonging...search army jobs</p> <p>BAME: Keeping my faith...this is belonging...search army jobs</p>
What specific channel tests are in place, and how will they be measured?	<p>Econometrics</p> <p>i3</p> <p>Jigsaw brand tracker</p>
Creative, copy, format, production	

<p>Creative materials (e.g. copy scripts or videos/.mpegs):</p>	<p>Available from [REDACTED] at Karmarama</p>
<p>Copy lengths, rotation ratios and phasing/timing/weighting of activity:</p>	<p>TV: 40", 30", 20" (each x2) 40" exclusively for launch weekend peak spots-only (06/01 – 07/01) 30" for next two weeks (08/01 – 21/01) 20" for remaining days of January (22/01 – 28/01) 20" throughout February (05/02 – 28/02) *open to Carat AV team recommendation on copy weighting and rotation in lieu of 2018 costs*</p> <p>Cinema: 40" (x2)</p> <p>VOD: 30", 20", 15", 6" (each x2) live action 16:9 format 60", 15" (each x2) animations 16:9 & 2:1 format Each of the two animation stories will be directly related to their live-action counterparts, therefore we should sequentially message in relevant broadcast environments, but also use animations as prospecting tools in other online environments as they're not obviously "Army".</p>
<p>Guide for relevant editorial environment:</p>	<p>TV. Given the creative message, we should place our hero spots around key moments of belonging for our audience such as sports, dating, reality TV, etc. Suggested launch spots for Jan 18 could include The Voice, Celebrity BB, Celebrity Bake Off, Gogglebox.</p> <p>Cinema. Usual rules of non-combat films, minimum 12A certificate.</p> <p>VOD. Covered above, consider audience interests, and contextual relevance of creative copy.</p>
<p>Specify the role for media owner partnerships (please specify link with other channels where appropriate):</p>	<p>n/a</p>
<p>Is anything mandatory, or are there any specifics (e.g. programming/station or region)?</p>	<p>If we can identify any Army-specific programming we should capitalise on this (C5 Raw Recruits, Our Girl, SAS Are You Tough Enough, etc.)</p>
<p>VOD Specifics</p>	
<p>Is the VOD interactive?</p>	<p>Interactive assets such as Innovid or Ad Elect can be built if recommended.</p>
<p>Are there existing formats?</p>	<p>Yes: No:</p>

<p>Are there any previous conversations with VOD suppliers to be aware of?</p>	<p>Yes: No:</p> <p>Ad Elect recommended by Carat for Q3 and Q4 campaigns, but unsure if ever went live, lead time consideration to be given before recommending for January campaigns.</p> <p>MediaCom POV is that it would work well once full suite of AV assets available (Voice, Prayer, Pull Up, Buckaroo, Letter) as these speak to individual consumer concerns, so possible one for Q3 2018.</p>
<p>VOD creative contacts</p>	<p>[REDACTED]</p> <p>[REDACTED]</p>
<p>VOD click through URL</p>	<p>Capita to confirm</p>
<p>Primary VOD KPI</p>	<ol style="list-style-type: none"> 1. View through rate 2. Reach 3. Click through rate 4. Completed views 5. Cost per view
<p>Cinema specifics</p>	<ol style="list-style-type: none"> a) Any films to avoid: Military/combat/forces films b) Has copy been used before? No c) Are you interested in non-spot opportunities? (sampling, foyer, second screen, etc) No – spot only

Radio channel brief

<p>Campaign – Radio channel specifics</p>	
<p>Role of the channel (e.g. outputs, outcomes). Refer back to the 'Objectives and lessons learned' section above:</p>	<p>Audio is tasked with operating across all areas of the journey. It should make people aware that the Army is recruiting as well as drive those who are interested towards registration/application.</p> <p>Historically a big driver of total interest but with a shortening impact, we can use the TIB messaging to engage the audience and convert.</p>
<p>Targeting</p>	
<p>Audiences to report against (specify if campaign audience, target group or planning/buying audience 'RAJAR'):</p>	<p>Like TV and Cinema, Radio should continue to perform our "headline" role, targeting a broad audience – 16-24 year olds and gatekeepers. Reporting audience: Ads 16 – 24.</p> <p>Within digital audio, like VOD, we should explore opportunities to build interest and motivation segments such as those highlighted in the introduction – sports, music, fashion, action, adventure, gaming. Contextual relevance of creative should be considered, placement around themes of feminism, equality, gender, race, religion, etc.</p>
<p>Target Regionality</p>	<p>Primary Newcastle Upon Tyne, Sunderland, Middlesbrough, Glasgow, Liverpool/St Helens, Leeds, Cardiff/Pontypridd/Caerphilly, Sheffield, Bradford, London, Birmingham, Manchester</p> <p>Secondary Leicester, Stirling/Dunfermline, Dundee, Blackpool, Hull, Scunthorpe, Nottingham, Stoke on Trent, Swansea, Bournemouth, Plymouth, Swansea, Southampton, Blackpool</p>
<p>Are we targeting any particular community?</p>	
<p>Previous channel learnings:</p>	<p>*Awaiting results from Carat re podcasts*</p> <p>Historically a strong provider of long-term interest but this has been shortening. Spot buys for conversion.</p>
<p>What does TouchPoints suggest for the deployment of messaging via this channel (eg relevant mood/location/secondary activity)?</p>	<p>Breakfast and drive key to covering off gatekeeper audience.</p>

Are there any daypart, day of week or editorial environment recommendations or restrictions?	As with AV, website insight show website traffic and conversation rate peaks earlier in the week, please weight days of week towards Monday – Weds. Target moments of solo listening, strengthening the themes of This is Belonging, Spotify can build custom playlist and moments targeting which we should utilise.
Is anything mandatory, or are there any specifics (e.g. station or region)?	
Measurement	
Required targets and measurables (detail outputs from outcomes, e.g. number of responses, or level of awareness or specific behaviour change that this channel can be attributed to):	<ol style="list-style-type: none"> 1. R&F vs. TA 2. Registrations/ applications
What specific channel tests are in place, and how will they be measured?	Econometrics i3 Jigsaw brand tracker
What data is required for ongoing optimisation, and in what format?	
Creative, copy, format, production	
Creative materials (e.g. copy scripts or audio):	Karmarama to provide
Can you provide information regarding the tone of messaging:	Karmarama to provide draft scripts
Copy lengths, rotation ratios and timing/weighting of activity:	30" headline (x2), mirroring AV messaging
What is the copy response mechanism (e.g. telephone number, specific website or mailing address)?	THIS IS BELONGING FIND WHERE YOU BELONG. SEARCH ARMY JOBS.
Is there any community specific messaging?	No
Additional radio specific information	

Specify the role for media owner partnerships (please specify link with other channels where appropriate):

Partnership brief to follow

Is anything mandatory, or are there any specifics (e.g. station or region)?

Include digital radio/DAX/Spotify

Spotify can include AV formats if recommended

Again, podcasts are excellent for the audience, please consider Acast