

**GUIDE TO USING THIS MEDIA BUYING BRIEFING TEMPLATE.** The intention behind the media buying brief is for us to create media plans that maximise your outcomes objectives. Our process is designed to be iterative, so we will try to build the brief, with you and your planning agencies throughout the process. Many of the cells use drop-down menus to align to CCS naming conventions, please use where possible. If you have any questions or need help completing this briefing template, please contact your Client Partner who will be happy to help.

**\*COMPULSORY FIELDS:** The first project information tab has compulsory fields denoted by an Asterix which are required to be filled for the brief to be loaded and activated on the project management system in OmniGov. This ensures the required information uses the format and taxonomy required as part of the OmniGov SLA. **If these are not filled in, the brief will not be registered as live and cannot go ahead.**

CLIENT INFORMATION	INPUT																		
<b>Ministerial Department / Main Organisation *</b> <small>Select from drop-down menu</small>	Ministry of Defence																		
<b>Department / ALB *</b> <small>Select from drop-down menu- if any cross department please flag separately in column E</small>	Ministry of Defence																		
<b>Campaign (strand) name *</b> <small>(By this we mean the specific campaign the brief is being used to set up/buy)</small>	TIB 2020: Army Confidence Lasts a Lifetime																		
<b>Unique MG campaign code</b> <small>(Your Client Partner will fill this out when they receive the brief)</small>																			
<b>Benchmarking theme *</b> <small>Select from drop-down menu — aligned to GCS themes</small>	Justice, Security and Defence																		
<b>Campaign (strand) Objective / Theme *</b> <small>Select from drop-down menu — aligned to Eval Framework 2.0</small>	Recruitment																		
<b>Campaign (strand) Geography *</b> <small>Please select all that apply</small>	<table border="1"> <tr><td>All UK</td><td>x</td></tr> <tr><td>England</td><td></td></tr> <tr><td>Scotland</td><td></td></tr> <tr><td>Wales</td><td></td></tr> <tr><td>Northern Ireland</td><td></td></tr> <tr><td>Regional</td><td></td></tr> <tr><td>Local</td><td></td></tr> <tr><td>International</td><td></td></tr> <tr><td colspan="2"><small>Other: please add detail. If International, please list specific countries here:</small></td></tr> </table>	All UK	x	England		Scotland		Wales		Northern Ireland		Regional		Local		International		<small>Other: please add detail. If International, please list specific countries here:</small>	
All UK	x																		
England																			
Scotland																			
Wales																			
Northern Ireland																			
Regional																			
Local																			
International																			
<small>Other: please add detail. If International, please list specific countries here:</small>																			
<b>Budget (£) *</b> <small>Total CTC exclusive of VAT</small>																			
<b>Campaign (strand) Start Date *</b>	01-Jan-20																		
<b>Campaign (strand) End Date *</b>	28-Feb-20																		
<b>Financial Year (FY x / x) *</b>	2019-20																		
<b>Campaign (strand) Burst (no./always on) *</b>	Launch of new creative																		
<b>Campaign Establishment *</b> <small>Select from drop-down menu (New i.e. launch wave; Establishing i.e. has launched but is between 1-3 years or has spent less than £2m+ cumulatively; Pilot* i.e. geo-located pilot campaign running at regional level or lower (eg. local))</small>	New																		
<b>Overarching Campaign linked to (if applicable)</b> <small>Please state if the campaign (strand) is linked to a longer running established campaign e.g. Change 4 Life</small>	This is Belonging - Army Confidence Lasts a Lifetime																		
<b>Overarching Campaign KPI (if applicable)</b>	Application numbers																		
<b>Overarching Campaign Objective (if applicable)</b> <small>Select from drop-down menu — aligned to Eval Framework 2.0</small>																			
<b>Does the campaign have PASS approval?</b> <small>Select from drop-down menu. Explanation can be found here, campaigns over £100k: <a href="https://www.gov.uk/guidance/advertising-marketing-and-communications-spend-controls">https://www.gov.uk/guidance/advertising-marketing-and-communications-spend-controls</a></small>	No																		
<b>Approved Total PASS spend (£)</b>	Not required																		
<b>Professionally Assured?</b> <small>Select from drop-down menu</small>																			
<b>Campaign Purchase Order (PO) once approved</b> <small>To be completed at point of media plan approval</small>																			
<b>Campaign SLA Type</b> <small>Select from drop-down menu (ie: complex, simple, digital only, quick turn around, emergency, partnership only)- MGOMD to complete this</small>	Complex																		
<b>Campaign Outcome Data Available</b>																			
<b>Outcome Data Type &amp; Source</b> <small>(E.g. the outcome data which represents the campaign KPIs/campaign success such as applications, signups, attitude change etc)—please also mention if significant spend on owned or other comms such as telemarketing</small>	Daily applications, Adobe Analytics, Jigsaw Brand Tracking																		
<b>Frequency</b> <small>(How frequently data is collected)</small>	Daily, Ad Hoc, Quarterly																		
<b>The date this will be available and sent to MG OMD post campaign</b>																			

PROJECT MANAGEMENT	INPUT
<b>MG OMD Client Lead &amp; Campaign Delivery Manager</b>	Name: Email: Tel no:
<b>Primary client contact</b>	Name: <input type="text"/> Email: <input type="text"/> Tel no: <input type="text"/>
<b>Other client contacts</b>	Name: <input type="text"/> Email: <input type="text"/>

	Tel no: [REDACTED]
Planning agency contact	Name: [REDACTED]
(if applicable)	Email: [REDACTED]
	Tel no: [REDACTED]
Planning agency contact	Name: [REDACTED]
(if applicable)	Email: [REDACTED]
	Tel no: [REDACTED]
Planning agency contact	Name: [REDACTED]
(if applicable)	Email: [REDACTED]
	Tel no: [REDACTED]
Creative agency contact	Name: [REDACTED]
(if applicable)	Email: [REDACTED]
	Tel no: [REDACTED]
Additional contacts	Name: [REDACTED]
(i.e. web, partnerships, PR agencies)	Email: [REDACTED]
	Tel no:
Response timelines	20 days

OBJECTIVES	INPUT
Policy aim detail <i>(Outcome)</i>	
Comms objective contributing to policy aim <i>(achievable, measurable, quantified)</i>	Overall applications(targets are still TBC)
Campaign (strand) Key Performance Indicator (KPI) <i>(e.g. response or outtake- please give clarity on the exact metrics)</i>	Primary - Interest in Army Career - measured by Jigsaw Secondary - Applications/CPA - measured by Econometrics
Additional Performance Indicators	Registrations, Awareness that the Army is recruiting (Jigsaw brand tracking)
Media KPIs that we should optimise to <i>(Outputs)</i>	Reach amongst target audience (16-24)
Evaluation framework	Please attach existing Evaluation Framework (see guidance from GCS) as applicable - or we will include as part of our response

AUDIENCE	INPUT
Primary audience category <i>Select from drop down menu</i>	YOUTH (16-24)
Specific Audience Description / Segment <i>(Please provide detailed targeting requirements)</i>	Full audience segmentation supplied on WeTransfer link - Audience insights provided in PowerPoint brief
Secondary audience category <i>Select from drop down menu</i>	C2DE
Audience pathway / journey insights: Is there any research de result?	Audience journey supplied in PowerPoint brief: focus on top end of the funnel to bring the brand top of mind
Key audience insights that inform the strategic approach  <i>(Try to limit to the top 3 or 4 insights)</i>	<p style="text-align: center;"><i>Within a tough contextual environment that highlights the lack of the Army's perceived relevance</i></p> <p style="text-align: center;"><b>Demographic</b> : diminishing youth population  <b>Employment</b> : Increasing competition from other employers/opportunities (teaching, apprentices, university etc.)  <b>Culture</b> : a nation with low trust &amp; support for large institutions  <b>Brand</b> : Decreasing relevance to audience  <b>Competitors</b> : Difficult to differentiate against increasinly emotional brands</p>

STRATEGY	INPUT
Creativestrategyandplatformsummary.Pleasummariseandat information.	<p style="text-align: center;"><b>Your army needs you</b></p> <p style="text-align: center;"><i>Creatively this campaign shows how the army sees this generation differently. Whilst some have written this generation of young people off, as:</i></p> <p style="text-align: center;">• Snowflakes, self-obsessed, class clowns, binge gamers, and day dreamers.</p> <p style="text-align: center;"><i>The army recognises what they have to offer – and sees them instead as:</i></p> <p style="text-align: center;">• Compassionate, confident, spirited, driven, and purposeful.</p> <p style="text-align: center;"><i>All this potential is exactly what the army needs to make a difference around the world, hence our campaign line:</i></p> <p style="text-align: center;"><b>Your army needs you</b></p>
Comms strategy summary	<p style="text-align: center;"><i>Role for communications: Generate brand salience and make an Army Job relevant to our audience</i></p> <p style="text-align: center;"><b>Comms Behaviours</b></p> <ol style="list-style-type: none"> <li>1. Consistency and context - in messaging and availability - led by behaviours and lifestyle</li> <li>2. Show don't tell - prioritise video to deliver relevant messages in their preferred format</li> <li>3. Systems planning - integrate channels and devices to connect effectively at all touchpoints</li> <li>4. Media and creative - speak to the right audience in the right way, at the right time, with the right message</li> <li>5. Cultural relevance - use key moments of significance as a vehicle for our message</li> </ol>
Role for owned and earned media	1.DrivingtoownedcontenttocreategreateraffinitytotheArmyandunpacktheofferingi.e.roles,benefitsetc.2.PRislookingtochalk talkability
Role for paid media	<p style="text-align: center;"><i>To increase awareness that the Army is recruiting</i></p> <p style="text-align: center;"><i>To drive people to site to find out more information on a carer in the Army</i></p> <p style="text-align: center;"><i>To drive people to site to complete an application</i></p>

IMPLEMENTATION / MEDIA CHANNEL STRATEGY	INPUT				
CHANNEL	Proposed paid channels	Role for channels	Budget allocation by channel with any supporting rationale		
	<i>(Please select all that apply)</i>	<i>(For each channel selected, please define the role for that channel in rel. exclusive)</i>	CURRENT CREATIVE	NEW CREATIVE LAUNCH	
			December	January	February
TV	x	Given the limited budget we should look to prioritise relevance and buy into key programmes, days and day parts to ensure efficient delivery. Consider innovative laydown to promote talkability. Identify and maximise presence against military specific programming (SAS, Paras etc).	■	■	■
VOD	x	VOD will extend our TV reach and fill in the gaps where we are not on air. We should identify opportunities to max out reach/SOV in any given channel or show i.e. Surge or Cover Plus on ITV.	■	■	■
ONLINE VIDEO	x	OLV should be used to identify relevant moments that align with the theme of confidence, whether that be keyword targeting articles on January Blues, New Year diets, etc. VTR should be prioritised to ensure the campaign message lands.  <b>**Please recommend a split for the overall VOD budget based on past performance**</b>	■	■	■

RADIO	X	Drive awareness of ACLAL through national buys with efficient reach against our target audience. Look to use the shorter second length slot in January.  We recommend attributing 30% of our overall radio budget towards digital recommendations.	████	████	████
DIGITAL AUDIO	X	Use streaming platforms to identify moments that align with the theme of confidence i.e. Workout, Studying, Running, Uplifting, Monday Motivation			
OOH	X	OOH has to help build awareness at launch and at key campaign moments, creating the opportunity for us to drive the conversation.	████	████	████
PAID SOCIAL	X	Prioritise reach and VTR to drive awareness of the campaign message for the majority of spend. Generate conversation through domination/ high frequency formats (e.g. Facebook reach block). Use Twitter to identify conversation whether that be about the campaign or Military specific programming.	████	████	████
DISPLAY	X	Prioritise retargeting with efficient delivery against engaged audiences to drive to content hub. Prospecting should focus on contextual relevance and high impact delivery of message.	████	████	████
PAID SEARCH	X	Role of channel is to harvest the interest generated by other media and provide an easy and relevant route to information/ application.	████	████	████
Timing and flighting overview <i>(how should this campaign be phased in terms of media channel, emphasis on key periods / days / times of day)</i>	ATL media should focus on the first weekend of January, happy to take recommendations on launch dates on TV around key programming BTL digital channels should launch on 1st Jan				
Planned owned & earned channels available, and how they are being used <i>e.g. stakeholder channels, cascade partnerships, government platforms and channels, social platforms</i>	<b>More detail to be provided on Unilad partnership &amp; PR activations</b>				

SCORING	INPUT
Reporting requirements <i>(if different from standard SLA level)</i>	
Additional measurement capabilities <i>(Select all that apply)</i>	Web analytics
	Social analytics
	Social Listening
	Tracking - pre and post or omnibus
	Attribution
	Econometrics

STREAM	DEMAND	%SPLIT vs DEMAND
Reg Soldier (inc's infantry)	77,740	64%
Res Soldier	32,734	27%
Reg Officer	6,731	6%
Res Officer	4,282	4%
<b>Total</b>	<b>121,487</b>	<b>100%</b>

**\*\*targets by stream have been updated but still not confirmed by Capita**

**MEDIA CHANNEL IMPLEMENTATION**

AV (TV, BVOD, Cinema)	Guidance	INPUT
Budget		[REDACTED]
Role for channels		<i>AV: Primarily to drive awareness that the Army is recruiting and ensuring 2020 creative has fully landed, whilst also increasing consideration amongst MTA.</i>
Audience focus	planning audience detail. TGI audience codes if possible techedge?	<i>Reporting audience: Ads 16 – 24.</i>
Reach and frequency targets (if applicable)		<i>Optimum monthly frequency 3-4 for TV &amp; VOD Reach target is maximum 1+ for our given budget</i>
Implementation guide	eg: weekly weights, dayparts, day of week, channel or program requirements	<p><b>TV</b></p> <p><i>Given the limited budget we should look to prioritise relevance and buy into key programmes, days and day parts to ensure efficient delivery. Consider innovative laydown to promote talkability. Identify and maximise presence against military specific programming (SAS, Paras etc). For TV week on week off flighting has been used previously to maximise cover across the period - for launch we should prioritise reach build and ensure coverage is aligned with other channels (e.g. radio, VOD, OOH posting cycles). Maximise relevance.</i></p> <p><i>Please provide regional breakdown of coverage - can be in the form of a map</i></p> <p><b>VOD</b></p> <p><i>Within our VOD buy we would like to achieve an always on presence, given TV will not be always on.</i></p> <p><i>VOD will extend our TV reach and fill in the gaps where we are not on air. We should identify opportunities to max out reach/SOV in any given channel or show i.e. Surge or Cover Plus on ITV.</i></p>
Creative assets available	please include link to creative if possible, if not then description of creative	<i>10", 30" &amp; 60" (60" not to be used on TV) please explore the use of 60" on VOD</i>
Differences from main brief	eg: flight dates, regionality	N/A
Primary VOD KPI	view through; click through; completed views; cost per view; reach	<i>Primary KPI: Reach amongst target audience Secondary KPIs: VTR, viewability</i>
Potential for addressable TV activation	select from drop down	Yes

Online Video (inc YouTube)	Guidance	INPUT
Budget		<i>Please suggest split of our overall VOD budget for Online Video vs BVOD</i>
Role for channel		<i>OLV should be used to identify relevant moments that align with the theme of confidence, whether that be keyword targeting articles on January Blues, New Year diets, etc.</i>
Audience focus		<p><i>Online video should extend the reach of our linear TV and BVOD activity - focusing on the 16-24 audience and as a secondary target gatekeepers (parents, grandparents, teachers etc.)</i></p> <p><i>We should try to target light TV viewers and align ourselves with both contextually relevant content i.e. stories on Army involvement and also topics of interest to our target audience i.e. gaming, fashion, sport.</i></p>
Reach and frequency targets (if applicable)		<i>1+ reach amongst target audience above Frequency - mirror TV at 3-4</i>
Implementation guide	eg: flighting, dayparts, day of week, site list requirements	<i>The key objective is to land the message "Army Confidence Lasts a Lifetime" with the target audience and to ideally do this within relevant contexts.</i>
Creative assets available	please include link to creative if possible, if not then description of content of creative	<i>Preferably the 10" 'content' ads</i>
Primary OLV KPI	view through; click through; completed views; cost per view; reach	<i>Primary KPI: Reach amongst target audience Secondary KPIs: VTR, viewability</i>

Digital (all formats)	Guidance	INPUT		
		Paid Search	Social Ads	Display (Programmatic)
Budget total		[REDACTED]	[REDACTED]	[REDACTED]

Media Objective	(eg brand awareness, traffic, sales)	<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>Optimisations should continue towards the strong focus on the whole journey to application will be key in this response focussed channel. Therefore a blend of CPC/CTR should be considered when driving optimisation on short term performance.</p> <p>Audiences to be targeted by search term, geographically tailored landing pages for maximum effect.</p>	<p>Role of channel is twofold: - to drive reach and make the campaign 'unmissable' - to connect with our audience where they spend their time in order to generate conversation</p> <p>In the campaign launch, we need to focus on maximising the reach and frequency of the campaign suggests that Facebook is useful as an always-on driver of interest, whilst Snapchat and Twitter have been efficient at a tactical level around key dates or events.</p>	<p>At launch, prioritise retargeting with efficient delivery against engaged audiences to drive to content hub. Prospecting should focus on contextual relevance and high impact delivery of message.</p> <p>Econometrics has shown dig display to be most effective when deployed alongside higher reach media, therefore we must use display to create core harvest interest. Alignment with TV schedule to ensure dual messaging to help drive people to site/convert</p> <p>Ultimately two-tiered, prospecting and retargeting to drive conversion.</p>
Media Launch Date		01/12/2019-BAUextensionofcurrentcampaign01/01/2020-launchofnewcampaignand tactics		
Target Audience Detail	(if different from Media Strategy Brief)			
Age		16-34	16-21 as the core audience, though 16-34 to encompass all potential recruits	16-34 for prospecting (potential upweight vs younger audience) and then retarget accordingly.
Gender		M/F		
Demographics		Primary - C2DE Secondary - ABC1		
Interest		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.		
Behavioural Traits		Dual screening forms a large part of their media habits. They do use cross device but strong emphasis should be focussed on mobile as this is the predominant channel used		
Location		Nationwide	<p>Nationwide - geo targeted up-weights to be aligned with regional events as per attached Campaign Timing Events doc</p> <p>Where possible we should focus on the regions with headroom these include: Newcastle Upon Tyne, Sunderland, Middlesbrough, Glasgow, Liverpool/St Helens, Leeds, Cardiff/Pontypridd/Caerphilly, Sheffield, Bradford, London, Birmingham, Manchester</p>	<p>Nationwide - Where possible we should focus on the regions with headroom these include: Newcastle Upon Tyne, Sunderland, Middlesbrough, Glasgow, Liverpool/St Helens, Leeds, Cardiff/Pontypridd/Caerphilly, Sheffield, Bradford, London, Birmingham, Manchester</p>
Audience Data Usage				
1st party (ex: CRM, Website visitor)		Adobe capabilities to be considered and incorporated		
2nd Party		UNILAD data?		
3rd Party				
Reach and frequency targets (if applicable)		NA	MG to work alongside Adobe to analyse optimal frequency	
Key Performance Indicator (suggested)		<p>Brand terms - CPA</p> <p>Generic terms - CPC</p>	<p>unique reach</p> <p>Prospecting Primary - Link clicks Secondary - Engagement</p> <p>Retargeting CPA</p>	<p>Prospecting Primary - CTR Secondary - Viewability</p> <p>Retargeting CPA</p>
Creative		<b>ADOBE AD CLOUD CAPABILITIES TO BE INCORPORATED</b>		
Asset Format (text, image, video)		TBC Capita & 33	TBC Karmarama	TBC Karmarama
Asset Size		TBC Capita & 33	TBC Karmarama	TBC Karmarama
Asset Delivery Date		TBC Capita & 33	TBC Karmarama	TBC Karmarama
Destination URLs		TBC Capita & 33	TBC Karmarama	TBC Karmarama
Media Tracking Requirements				
Media Standards (if applicable)				
Viewability*	Government ambition is to reach 100% Viewability. Please discuss any trade offs between viewability metrics and outcome objectives so that we can agree a balanced approach for your campaign.	100% impression share on brand terms	NA - could utilise MOAT or IAS to measure to ensure rate isn't too low	70% benchmark to be aimed at, however continuation of working with Adobe to improve the January viewability rates
Ad Fraud	Objective should be 0% ad fraud	0%	0%	0%
Brand Safety	All Central Government clients are obliged to use the brand safety partner to discuss.	Approved keyword lists with Capita	NA - aren't able to use brand safety partner on majority of formats i.e. in feed	Approved black lists with Capita where applicable, brand safety partner recommended
Trafficking Details	NoofFormats;Noofcreativeiterations;rotationdetails;deliveryrotation	TBC Capita & 33	TBC Karmarama	TBC Karmarama

Who controls the site(s)	<i>Creative agency; other</i>	<i>Capita</i>	<i>Capita</i>	<i>Capita</i>
Contact name for tagging	<i>Provide Email</i>	██████	██████	██████
Do you have a container tag?		Y	Y	Y

\*Framework agreement includes Viewability definitions

Audio	INPUT			
	Broadcast Radio			Digital Audio (inc Podcasts)
Budget TOTAL	December	January	February	December
	██████	██████	██████	██████
Role for Channel	Drive awareness of ACLAL through national buys with efficient reach against our target audience. Look to use the shorter second lengths towards the end of January			Use streaming platforms to identify moments that align with the theme of confidence i.e. Workout, Studying, Running, Uplifting, Monday Motivation
Audience focus	REGULAR 16-24 year olds and gatekeepers (parents, grandparents, teachers etc.)  RESERVE 21-35 year olds			Primary: 16-24 year olds and gatekeepers (parents, grandparents, teachers etc.)  Secondary: use of audience segmentation to target priority groups (1, 2 & 3) the most likely groups to consider a career with the Army. More detail on the segmentation work attached.
Reach and frequency targets <i>(if applicable)</i>	1+ reach amongst target audience Frequency: 5-8 average			
Implementation guide	Station mix for national radio should be reflective of a broader target audience. High indexing stations across the board include: Capital Network, Bauer City Network, Kiss, Heart, Kisstory & Magic.			We know that for 16-24 year olds music streaming platforms such as Spotify, Deezer and Apple Music are key to their media day and they rely on these free platforms for music while on the move and at home.
<i>Specific Regionality, weekly weights, stations to be included/excluded, day of week, dayparts</i>	Recommended dayparts would be breakfast, drive time and Fri&Sat evenings/ late night			Digital audio should be National. Where possible we should focus on the regions with Newcastle Upon Tyne, Sunderland, Middlesbrough, Glasgow, Liverpool/St Helens, Leeds, Cardiff/Pontypridd/Caerphilly, Sheffield, Bradford, London, Birmingham, Manchester
Creative assets available	30"			30"

DATA REVIEW	INPUT (Please attach)
What industry/publically available data can we access?	e.g. seasonality, volumetric data
What effectiveness data and benchmarks are available?	Econometrics has been shared - updated deck to follow
What have you learnt from previous campaigns?	e.g attach PCAs
What 1st party data are available to develop further audience insight/targeting?	Adobe
What 2nd/3rd party data are available to develop further audience insight/targeting?	UNILAD/ LADBIBLE should be considered PLUS any recommended partners (Spotify?)