



Mirren Account Mastery Training Series™

The Mirren Project Kick-Off Brief

This guide is designed to help you kick off all client projects in a manner that is more efficient for the agency – and better focused on impacting the client’s business in a meaningful way. While the quality of client briefs may be in decline, an agency’s impact shouldn’t be. Just focused on the outset of a project, this simple template will get you rolling with a strong start.

Mirren provides the training for account and pitch teams to capture a greater share of each client's spend. Ultimately, teams learn the skills to more effectively lead clients, become indispensable strategic partners, generate more organic growth and win more new business.
Mirren.com | Direct.Mirren.com | Live.Mirren.com | Workshop.Mirren.com

The Mirren Project Kick-Off Brief

Introduction

It's no secret that the quality of the client brief is in decline. In part, this is due to exceptionally busy marketing chiefs not having the time required to properly brief all the team members and marketing firms for every project under their direction.

As a result, the writing of many agency briefs is delegated down to lower-level marketing managers. And they haven't been briefed well themselves. More importantly, it is impossible for a lower-level marketing executive to think and write as strategically as their marketing chief.

However, it is the agency's job to do so – and it starts at the outset of the assignment.

Many agencies take the poorly crafted client brief and then end up guessing what the senior decision-maker genuinely wants, only to end up completely off the mark. The agency doesn't discover they're off in the wrong direction until it's too late, often at the client presentation. In addition to a dissatisfied client, agency resources have been completely wasted.

The fact is, client briefs sink agencies.

This is Not a Marketing Communications or Creative Brief

The goal of this simple guide is to provide a basic framework with which to kick off all client projects: 6 questions, 15 minutes. This is used well before you craft the marketing-communications brief. In fact, it should be completed within 24 – 48 hours of receiving every client assignment.

There is a basic set of information an agency needs to collect before beginning their work. The information should be collected from the client, documented by the account lead, and approved by the client. At this point, with a laser focus on the client's category-specific business objectives and an efficient use of agency resources, the team can now begin working on the assignment.

This simple template will help save you hours of wasted work, while getting you on the path for delivering a more effective assignment that makes an impact for your clients.

It's a Simple Guide – Dig In

Keep your briefs focused and on a single page. Customize the template as necessary.

For your reference, following the template are three examples.

The Mirren Project Kick-Off Brief

Date:

Client:

1. Assignment

What is the situation? What has the client asked us to do? Who is the client final decision-maker?

2. Objectives

Specifically, what do we need to accomplish? How will success be measured against category-specific KPIs? *(Note: the specificity of these objectives may sometimes need to be clarified further into the project. Ask strategic questions and elevate client briefings for a clear understanding of measurable business objectives where your agency needs to make an impact.)*

3. Key Deliverables

More specifically, what do we need to provide the client?

4. Budget

What is the budget they've provided us? Does this include/exclude media and production?

5. Timeline

When is the strategy, execution and rollout due?

6. Notes

Is there anything else critical the team should know at this point?

Approved By

Agency

Client

Fill in with all information you have to-date. Use clear bullet points. Be brief. Be focused. Be specific.

The Mirren Project Kick-Off Brief

Sample

Date: September 16

Client: Excedrin – Severe Pain Relief

1. Assignment

What is the situation? What has the client asked us to do? Who is the client final decision-maker?

- In the US, more than 39 million people suffer from migraines, a dramatic increase from an estimated 28 million in 2017. Taken literally, nearly one in every four households in the US has a family member who suffers from migraines.
- Our goal is to bring greater understanding to the plight of the migraine sufferer and, ultimately, increase OTC Pain Relief sales and market share.
- Final Decision-Maker: Sally Everest, VP Marketing & Communications.

2. Objectives

Specifically, what do we need to accomplish? How will success be measured against category-specific KPIs?

- Increase OTC Pain Relief sales by 8% YoY.
- Increase OTC Pain Relief market share by 4% YoY.
- Increase positive online sentiment about Excedrin by 200% YoY.

3. Key Deliverables

More specifically, what do we need to provide the client?

- An integrated marketing program that will deliver against the above objectives.
- Client is open to online and offline.

4. Budget

What is the budget the client has provided us? Does this include/exclude media and production?

- \$2,300,000 (including production).
- Media placement is not a part of this assignment.

5. Timeline

When is the strategy, execution and rollout due?

- Research with migraine sufferers complete: Oct. 10th.
- Internal brief complete: Oct. 13th.
- Client approval of messaging strategy: Oct. 14th.
- Execution development complete: Nov. 16th.
- Production complete: Dec. 15th.
- Roll-out: January 3rd.

6. Notes

Is there anything else critical the team should know at this point?

- Must use this tagline: "Excedrin is the head pain expert."
- View the brand as a sponsor of the message not an advertiser.
- FDA Regulatory Approval required on all copy.

Approved By

Agency

Client

The Mirren Project Kick-Off Brief

Sample

Date: January 15

Client: TGIF Burger & Brew (Fast Casual Restaurants)

1. Assignment

What is the situation? What has the client asked us to do? Who is the client final decision-maker?

- As states are re-opening for in-person dining, TGIF is looking to bring customers back to the restaurant to dine in.
- As microbrews continue to grow, TGIF has launched new microbrews and menu items (food which include microbrews in their preparation).
- Launch summer promotion to capitalize on restaurants re-opening for dine-in leveraging Burger Meets Beer to promote the new items and drive store traffic.

2. Objectives

Specifically, what do we need to accomplish? How will success be measured against category-specific KPIs?

- Incremental store traffic: +6% YOY by end of 4th quarter.
- Increase table turn: from 1.6x to 2.3x during PM daypart by end of 4th quarter.
- Increase revenue: +3.4% during promo period by end of 3rd quarter.

3. Key Deliverables

More specifically, what do we need to provide the client?

- Promotion: name development & program concept.
- Channels: PR, Digital, Social Media, Advertising (but ultimately recommend most effective).
- In-Store POP.

4. Budget

What is the budget they've provided us? Does this include/exclude media and production?

- \$1.25MM (including production; excludes media).

5. Timeline

When is the strategy, execution and rollout due?

- Marketing presentation due April 22nd.
- Client must approve by no later than April 30th due to vacation.
- In-Store POP and PR market rollout must begin by May 17th, with other channels following within 2 weeks.

6. Notes

Is there anything else critical the team should know at this point?

- We must avoid all use of last year's in-store photography and shoot new materials.
- Final client approvals: Lisa Benson, VP Marketing.

Approved By

Agency

Client

The Mirren Project Kick-Off Brief

Sample

Date: August 16

Client: Family Suites & Inns (Lodging/Hotel/Destination)

1. Assignment

What is the situation? What has the client asked us to do? Who is the client final decision-maker?

- Client is concerned about under performing across key category business KPIs (under performing against the category).
- Underperformance is not only attributed to stay-at-home orders, but also increased competition and poorly performing marketing.
- Launch marketing effort to improve occupancy rates.

2. Objectives

Specifically, what do we need to accomplish? How will success be measured against category-specific KPIs?

- Increase Q3 occupancy rates: +6% YOY by end of November.
- Increase spend per stay: +7% in all regions by end of November.
- Increase duration of stay: from 2.4 to 2.75 days by end of November.

3. Key Deliverables

More specifically, what do we need to provide the client?

- Integrated marketing that will deliver against the three objectives, all to be developed with a full strategic process to take place next.
- Launch an enhanced Happy Family Rewards Program to drive repeat bookings.

4. Budget

What is the budget they've provided us? Does this include/exclude media and production?

- \$1.5MM (including production; excludes media).

5. Timeline

When is the strategy, execution and rollout due?

- Marketing strategy presentation due September 17th.
- Execution due September 29th.
- In-market by November 7th.

6. Notes

Is there anything else critical the team should know at this point?

- We will need to conduct brand new in-market research, will do all in-house.
- Final client approvals: Jim Lund, Director of Operations & Marketing.

Approved By

Agency

Client