

The oxygen 360 **BRIEFING FORM**

At oxygen 360 we know how important a good brief is, but we believe it is our relationship with you that is the most important part in getting us all to tell the best story for your product.

Below is a list of questions and ideas to get us all thinking. So let us work together to tell the best stories possible to make customers and consumers engage with your brand.

We recommend you go through this form with your team as you will all have great ideas to add. Please feel free to add as much or as little as you can but this document will be the start of something special and we hope to grow it with you.



Client		Date	
On Air/Delivery Date		Media	
Production Budget		No. of versions	

What is the Why behind your product or service?
 Why does your company do what it does. If we can explain this to the customer then we can begin to build trusted relationships.

What are the Problems and Truths?
 Do you have the best product but no-one knows about it?

Give us your top 5 brand pillars.

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What is your not so single minded proposition?
 Lets start without constraints and give ourselves inspiration to work toward our final goal.

Who is your target market?

How old are they...

What do they do...

What do they feel...

What are their beliefs...

How do you want your story to be heard and how will it sound?

Where do you want to be seen and heard;
 TV, Facebook, Youtube, Mobile, Snapchat, Print...

And who are you: fun, serious, innovative, educational...

What do you want from us?

Other than to hang out with great people, what are your initial thoughts on what you want us to supply to tell your stories?

What can we not miss out?

What are the mandatories that we must feature?

When and how much?

What are your timelines and budget so we do not spend too much time or money? (we will if you do not tell us!)

How will success be measured?

First thoughts?

You don't have to answer this but what are the ideas you have in your team at the moment let us work with you in developing there further.