

CAMPAIGN BRIEF.

These are some of the things Running Boards Campaign Managers consider to plan an effective campaign.

BACKGROUND

Please tell us as much as you can about your business, category, brand, product, pricing, distribution, current & previous campaigns and point of difference.

OBJECTIVES

What is the aim of this campaign? For example, is it to drive sales through directing traffic in-store? To promote ticket sales? To generate behavioural change? To block competitor activity? Where possible it will help to know if your objective is measurable.

TARGET MARKET

Who needs to see your Running Boards mobile billboards? For example, can you specify your target audience's age, sex, socioeconomic profiles, interests and networks? When and where do they engage with your brand?

GEOGRAPHIC MARKETS

Which market do you want to penetrate – national, state or regional?

COMPETITORS

Who are your competitors and are they currently advertising?

CAMPAIGN MIX

Is Running Boards part of a media mix? Please provide details of other media, events and promotions supporting this campaign.

CREATIVE

Do you have creative artwork? If not Running Boards can recommend creative agencies with expertise in outdoor creative.

TIMINGS

When are you looking to advertise? For how long?

BUDGET

Do you have a budget? Alternatively we can plan activity and submit a quote.

For an immediate proposal and quote
contact us 24/7 on 1300 334 556
Email info@runningboards.com.au
