

THE SUMMIT MEA BRIEF

Provide information about the item or idea being marketed, the target audience, the resources used and any challenges. In addition, an explanation of the perceived results in terms of changed, influenced, or reinforced target market's knowledge, attitudes or beliefs. The Brief should be concise and not attempt to persuade the reader with adjectives and other superfluous language. Please limit Brief to two-pages.

[Entering Company Name]

[Entry Name]

1. Subject Matter (product, service, image, idea)

- A. Describe subject being marketed/advertised/displayed (*example: soap, insurance, consulting, child abuse awareness*)
- B. Explain offer/purpose (*new product introduction, upcoming sale, best customer service, image positioning*)
- C. Differentiate - Is product, service or idea discernable from the competition. If so, how?

2. Target Audience Segmentation (if applicable)

- A. Demographic (*example: age, gender, income, etc.*)
- B. Psychographic (*example: life cycle, personality, social class, etc.*)
- C. Geographic (*example: region, countryside, climate, etc.*)
- D. Behavioristic (*example: loyalty status, readiness stage toward purchase, marketing factor sensitivity, etc.*)

3. **Budget (optional)** \$ _____ (U.S. Funds equivalent)

4. **Objectives & Challenges/Constraints** (if applicable):

5. **Results** - How do you deem the communications to have changed, influenced or reinforced the audience's knowledge, attitudes or beliefs?