

# BRIEF/PITCH EXAMPLES

## STRICTLY FOR INTERNAL USE ONLY

Taken from real life client briefs, we may or may not have all the data or audiences they've asked for specifically. The task is to find the pitch winning insight and help them find the data and insights they're looking for either using exact or proxy audiences.

## CORP BRIEF EXAMPLE

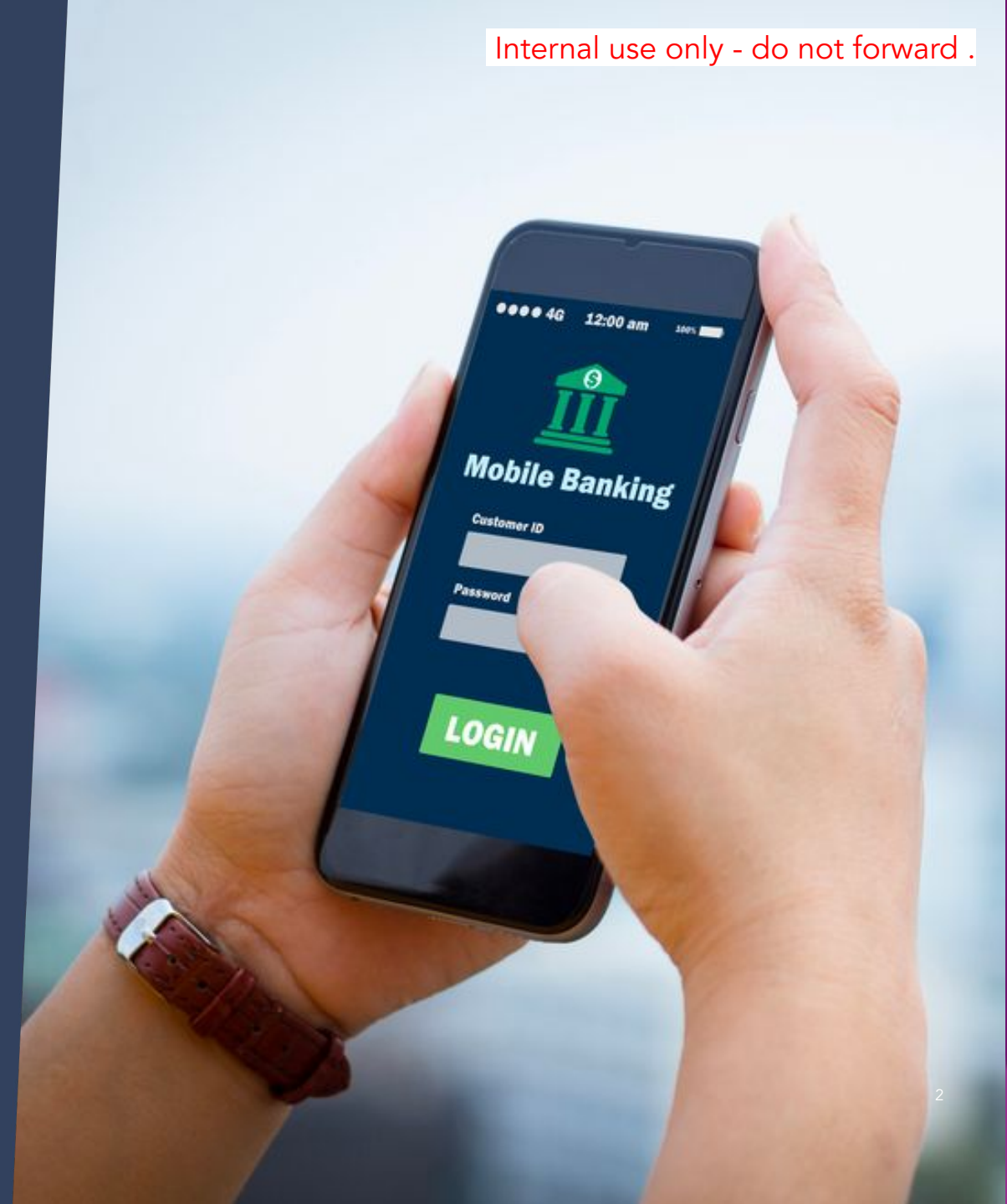
### Background to article

Banking perspectives: Links to Sibos 2019's 'human element' sub-theme.

Generation Z is naturally gravitating towards tech-based alternatives to make their payments, such as pay-apps, digital wallets, and products offered by non-traditional banks. What do banks need to understand Generation Z and how can they engage with this group in a meaningful way.

### Proposed questions

1. How does Gen Z differ from other generations?
2. How has technology influenced their choices?
3. Are they more conservative than their predecessors?
4. What type of tech-driven investing do they favour?
5. What do banks need to understand Generation Z and how can they engage with this group in a meaningful way?



## SPORT BRIEF EXAMPLE

NBA are pitching sponsorship to a takeaway brand in Spain.

Can you tell us the crossover around people who use takeaway services/fast food/dominos etc.?





## INDIES AGENCY BRIEF EXAMPLE

Would you be able to give us some insight into a UK based audience who are a combination of the below?

Are interested in wildlife

We could extend to interest in the environment if needed but this is / can be a quite different thing

Are likely to / currently do / or have taken action to support charities: either by donating or through volunteering time, fundraising or campaigning

Something around using digital to find information on wildlife / the environment and / or support charities

Visiting charity websites, donating online etc.

I did see one question about using social media to support charities, this could be a good proxy if former not available.

We'd be looking to get a sense for:

- Size of UK audience, any obvious sub-groups within this audience (this can be a work in progress that we can pick up)
- Who they are (demos / regions / family / employment / broad interests)
- Their Digital behaviours relating to information gathering, donating / purchasing products online
- Their interests and any insight into key drivers or influences on purchasing behaviour / upporting charities / engagement with brands
- Other types of websites they visit or media they consumer that may be linked with wildlife / the environment

2019 GlobalWebIndex Private & Confidential

+ Anything else you think would be interesting



## NETWORK AGENCY BRIEF EXAMPLE

Key beauty trends for 2019/2020 and how these relate to media communications

How do these trends change across different countries e.g. USA, JAPAN, UK, TAIWAN, CHINA AUSTRALIA, FRANCE

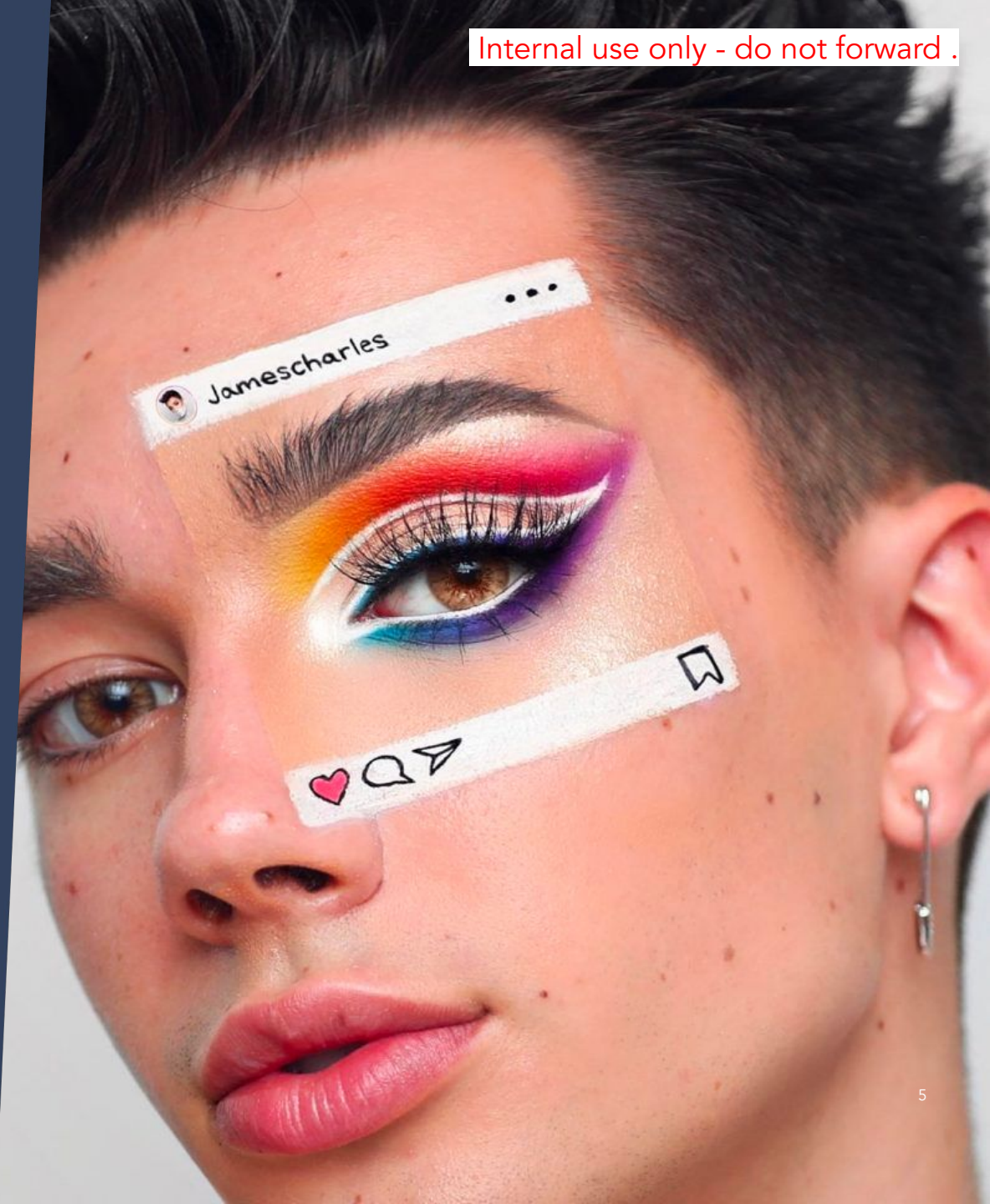
How do people discover, research and share information about beauty products

How do people get influenced or influence – is this primarily social, press or WOM

Is there anything on the purchase journey and how this may differ across continents

Any case studies of brands innovating and increasing brand awareness globally

Media consumption habits and innovation are key





## MEDIA BRIEF EXAMPLE

What reach does The Economist have in the UK and how many of them also read Financial Times and which are they more likely to be engaging with in the last year.



## KLARNA: SOCIAL MEDIA

An unprofiled audience to research in depth:

- Millennials aged 23-36 (1981 to 1996)
- Nordics, DACH, UK, Germany, NL and the US
- digital, high-frequency online shoppers that have somewhat of an interest in keeping track of their finances

Klarna is currently working on a segmentation project which will be done at the end of this year/early next year. Until then our primary global target group is Millennials in the western parts of the world (our core markets being the Nordics, DACH, UK, Germany, NL and the US). The millennials that Klarna is targeting are digital, high-frequency online shoppers that have somewhat of an interest in keeping track of their finances. To narrow the audience a bit our current prioritised market is the US. We also believe that the US approach is the most viable when doing global content. Get more insights into our target audience in the marketing brief pack.

Segment on different type of shopping approaches



To find out:

- How often do they shop online? Are there differences between groups?
- Do people worried about the future of the environment shop less?
- Do people interested in environmental issues shop less?
- Over time: As the environment has become more important, has shopping decreased?
- How interested are they in personal finances?
- Are there any attitudes, interests, that set's our audience apart from others?
- If they want to be in a brand community, what values do they share?
- What type of content makes our audience love brands?
- Do people who want brands that provide entertainment have any differentiating characteristics?
- What makes people frustrated / happy when shopping online?
- What type of pop culture do they consume/enjoy? How has this changed over time?
- What people do they follow on social?
- What channels are they using? For what purpose? (especially Instagram & YT)
- What type of brands are they engaging with on social media? Why?

Internal use only - do not forward .





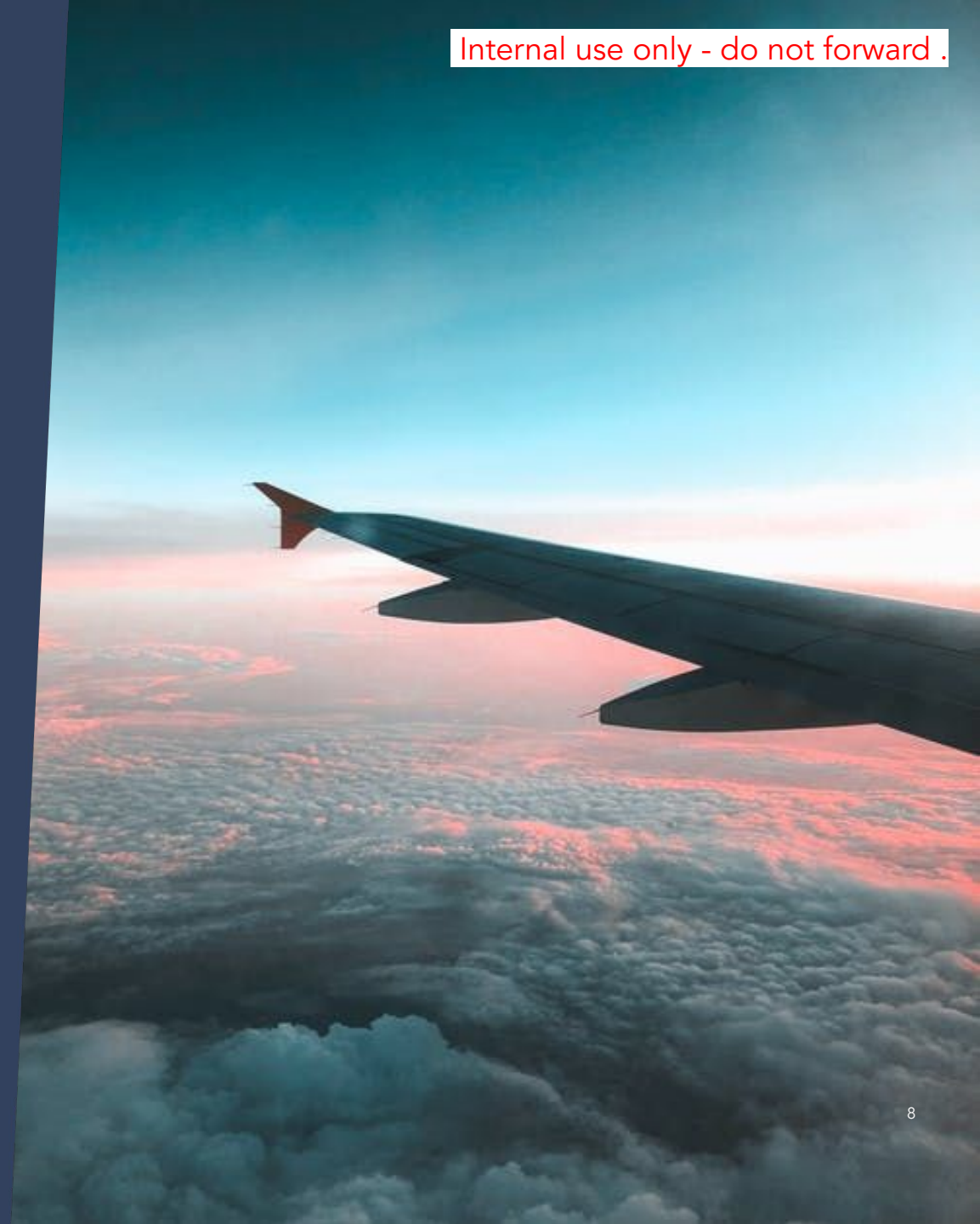
## TRAVEL BRIEF

### Target Audience:

People in Australia and New Zealand intending to holiday overseas – especially interested in people intending to travel to the US for leisure

### To find out:

- How different and similar the 2 audiences are (NZ vs Aust) when it comes to Profile (demos etc)
- Their world outlook (progressive vs traditional)
- Their interests What they're looking for in a holiday eg adventure, resort, culture, history, beaches, family holiday etc
- Media consumption – channels Websites used for inspiration, planning and booking
- What the travel decision making process is
- How they book





## HEALTHCARE PROFESSIONALS CAMPAIGN

Target audience:

Healthcare professionals in UK

Brief:

To determine where healthcare professionals go for their news – so primarily what news titles do they read and what websites do they visit. The big concern for the client is being able to validate whether, for example, a piece of coverage in the Mail Online would be more impactful than a piece of coverage in the Guardian – and also demonstrate to the business that if we secured coverage in 'mainstream' press, this would still be a relevant way of targeting HCPs. However it would be good to extend this slightly and understand what channels they use more broadly – so incorporating things like social and other popular websites.



## PREMIUM VERMOUTH BRAND - ROMANIA

The brands occasion and perception:

Insight - When life is full of hurry and lack of time, what we treasure the most is our meetings with friends.

Mission - To make meetings with friends joyful, easy going and stylish - all the Italian way

Brand character - Charismatic, Optimistic, Vivacious

Brand essence - Natural, Expressive, Stylish

Target audience:

25-34 men and women who live or work in larger cities

Hedonists - They like to spend time doing what gives them pleasure and delight

Sincere & expressive - They want to make new friends and stay in the center of attention

Fashionistas - They believe in the power of first impressions, look stylish and demonstrate their taste

Brief:

Rebuild desire, drive consumers desire via refreshed live illustration of brand message.

Build brand awareness & attractiveness by embedding the drink into Aperitivo.

How and where can they engage this audience





## TOP LEVEL BRIEFS

- Understanding 50+ tea drinkers in australia
- Understanding purchase influencers of people who would buy expensive bespoke coffee in UK
- How do you reach super rich ppl by marketing to get them to buy your financial products
- How to break out into the young female fast fashion online market in the middle east.

