

BRIEFINGSFORM NEW SKOOL MEDIA

Campaign title:

Date briefing:

Client:

Contact person client:

Contact details:

Campaign period:

Brands NSM:

1. BRAND INFORMATION

Which brand/product should be highlighted? What are the USPs? Where can we find more background information?

2. TARGET AUDIENCE

Who do you want to reach? (Men, women, demographics etc.)

3. KEY TAKEAWAY

What is the most important message to be conveyed to the audience?

4. CAMPAIGN OBJECTIVE(S)

When is the campaign successful? What are the KPI's? (Pageviews, click-outs, reading time etc.)

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5. DO'S AND DON'TS?

- What's most important?
- How is the brand name written?
- Are there any legal restrictions?
- Does the text have to be checked by a legal department?
- Do we need to pay attention to existing content?

6. OTHER COMMENTS

CONTENT PRODUCTION

Within NSM we differentiate two types of branded content:

1. **Advertorial:**

The advertorial has its own look & feel. Text can be delivered by you or written by our experts. If the text is delivered to us, it will be looked by our editor and modified when needed to the tone-of-voice that appeals to our reader. The end result will always be submitted to you for approval.

2. **ICM (in collaboration with)*:**

Together with you, our editors will look for the best approach for your content. The advertorial is written in the tone-of-voice and made up in the look-and-feel of the magazine. The advertorial will always be submitted to you before publication.

**An ICM is always first submitted for approval to the editor in chief of the magazine and can be refused without giving reasons.*

Important to know:

- The editors know which style and tone-of-voice appeals to its readers.
- We use two feedback rounds: 1 = the content of the article, 2 = only factual inaccuracies and page design.
- We only proceed to publication after your approval.