

key information							
goals	<input type="checkbox"/> brand awareness	<input type="checkbox"/> product launch	<input type="checkbox"/> reach audience	<input type="checkbox"/> integration team building	<input type="checkbox"/> attract investors	<input type="checkbox"/> product placement	other:
channels	<input type="checkbox"/> TV	<input type="checkbox"/> Radio	<input type="checkbox"/> Internet	<input type="checkbox"/> Press	<input type="checkbox"/> OOH	<input type="checkbox"/> Influencers	other:
preferred activities	<input type="checkbox"/> sampling	<input type="checkbox"/> events	<input type="checkbox"/> POSM	<input type="checkbox"/> competitions lotteries	<input type="checkbox"/> road show	<input type="checkbox"/> ambient	other:
key message							if known
planned date or time period							for example: summer, March or 1st of June
brand, type of company, industry							for example: IT, FMCG, automotive
product or service							for example: car, chocolate, telecommunication services
target group							for example: business, teenagers, tourists
creative line							for example: insights, big idea, key visual
preferred localisation or region							for example: Krakow, Poland, Europe or CEE
benchmarks							for example: previous edition, competitive campaigns

additional information

media buying		for example: International magazines, radio broadcasts
competitive companies		for example: market or industry tops
KPI's		for example: reach, CPC, number of participants
PR support		for example: organization of press conference
gifts		for example: prizes, gadgets
digital		for example: website, mobile application
estimated budget		if known

others

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