



BRIEFING DOCUMENT: COMMUNICATION SERVICE AGENCY

Only the relevant sections must be completed. Return the completed form to:

Esté Koorts Tel: (012) 473 0077, e-mail: este@gcis.gov.za

or

Motlatso Mabitsi Tel: (012) 473 0192, e-mail: motlatso@gcis.gov.za

or

Lester Fourie Tel: (012) 473 0153, e-mail: lester@gcis.gov.za

CLIENT TO COMPLETE			
Department			
Campaign/event name			
Client			
DETAILS OF CONTACT PERSON			
Address			
Contact person			
Telephone		Cell phone	
Fax		Email	
SIGN-OFF/AUTHORISATION:			
<i>At least the programme manager and the responsibility manager of the client department must sign off strategies, concepts, final artwork, and post-production - radio and TV.</i>			
DETAILS OF CONTACT PERSON FOR SIGN-OFF			
Address			
Contact person			
Telephone		Cell phone	
Fax		Email	
FOR GCIS PURPOSES			
Date received			
Signature			

BACKGROUND / CAMPAIGN /EVENT DESCRIPTION

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OBJECTIVES

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SUPPORTING MATERIAL
Documentation indicated below must be submitted together with the briefing document.

Is this campaign/strategy supported by a communication strategy?	
Have you developed key messages for this campaign/project?	

TARGET MARKET

Main target market	
Age groups	
Gender	
Educational levels	
Demographic areas	
Income levels	

BUDGET

Please bear in mind that no production will commence unless:

- 1. proof has been received that the required funds has been paid into or transferred to the account.*
- 2. a letter signed by the client department's CFO and addressed to _____'s CFO, indicating that the required funds are in the process of transfer, has been received and approved by CFO. Is this still the case?*

Proof of deposit/transfer is needed before _____ will issue any official order to a service provider.

Budget available	
Will outsourcing be accepted if the D does not have the capacity to handle this specific job or elements thereof?	

TRANSPORT, ACCOMMODATION, OVERTIME
Please note that in certain instances _____ officials will be obliged to work beyond normal office hours in order to meet deadlines. They will also be expected to travel. These costs are for the client's budget.

CORPORATE IDENTITY										
Deadline										
Development of stationery										
Development of CI										
Advisory services										
Protocol: display of official photographs										
DESIGN										
Deadline										
Development of look and feel				Billboards						
Pamphlet				Print adverts						
Booklet				Advertorials						
Posters				Web banners, email signatures						
Cards				Mobi screens						
Banners, pull-ups, exhibition material				Other						
Caps, T-shirts, bags, other items				Social media platforms						
Decals										
Brief (theme, look and feel, use of logos, colour and imagery)										
RADIO										
Product/service								Deadline		
Script development										
Live reads										
Radio advert										
Radio talk show (phone-in programme)										
Live transmission of an event										
Audio recording										
Inclusion in news broadcasts										
Language requirements										
Afrikaans		English		IsiNdebele		IsiXhosa		IsiZulu		Sepedi
Sesotho		Setswana		Siswati		Tshivenda		Xitsonga		Other
Brief (style and tone)										

VIDEO		
Product/service	Deadline	
Video coverage of an event		
Production of video documentary		
Production of squeeze backs, news clocks, electronic screens		
TV advert		
Video for websites		
Footage request		
Recording of message		
Editing of existing client material		
Duplication		
Brief		
PHOTOGRAPHY		
Product/service	Deadline	
Photographic coverage of an event		
Request for photographs		
Brief		

MEDIA BUYING

REQUIREMENTS			
Campaign duration:	Start		End
Schedule requirement			
Media selected			
Has the material been developed? <i>(Please note material deadline is two days prior the campaign kick-off)</i>			
Who is responsible for production of material?			
MATERIAL SPECIFICATIONS			
Radio <i>(duration, preferably, 60 sec for African languages and 60 sec. for English)</i>			
TV <i>(duration, preferably, 45sec. for African languages and 30sec. for English)</i>			
Outdoor			
Product	Size (h x w)	Colour	Finishing
Print			
Title	Language	Size (h x w)	Colour
Other			

Please note that Media Owners charge a cancellation fee for cancelled bookings.

DISTRIBUTION

REQUIREMENTS						
Duration	From		To:			
Strategy requirement						
Type of distribution						
Knock and drop			Public mobilization and promotions			
Distribution to outlets						
Is the material still with the printers?						
How will the material be transported to the packaging site?						
PRODUCT DESCRIPTION						
Product	Quantity	Size	Dimensions	No of pages	Weight	Shelf life
LANGUAGE BREAKDOWN						
<i>Indicate how many is printed for each language</i>						
Afrikaans		English		IsiNdebele		
Sesotho		Setswana		Siswati		
IsiXhosa		IsiZulu		Sepedi		
Tshivenda		Xitsonga		Other		

MARKETING

REQUIREMENTS			
<i>NB: Please note that the client is responsible for courier or transport cost of branding</i>			
Is branding required?		Is event support required?	
BRANDING PRODUCT DESCRIPTION FOR BOOKING PURPOSES			
Product description	Quantity	Dimensions	Type

EVENT SUPPORT

Describe the event for which support is required

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Date of event		Number of guests?	
Venue		Type of event	
Is catering required?		Is décor required?	
Is a guest list available?		Is branding required?	
Is a guest VIP list available?		Is protocol required?	
Is security required?		Is medical assistance required?	