

YOUR AGENCY BRIEFING GUIDE

12 Components

Flexible Framework

Growth Focused

SETTING THE FOUNDATION FOR GROWTH SUCCESS.

GLAD TO BE

WHY A GREAT BRIEF MATTERS



01

Strategic Blueprint

Your brief is the cornerstone that aligns expectations, defines success metrics, and ensures every stakeholder understands the journey ahead.

02

Mutual Discovery

While you evaluate our capabilities, we're learning your challenges, opportunities, and your unique position in the market.

03

Partnership From Day One

We respect boundaries while building trust. Sharing as little or as much as you're comfortable with, and growing from there.



A FLEXIBLE FRAMEWORK BUILT ON TRUST

"Every field in our brief can be adapted to your comfort level. Share what you feel comfortable sharing, and we'll build from there."

Conversational

A phone call or verbal briefing works perfectly. Authentic brand understanding often comes from a passionate founder's own words.

Document-Based

Others provide extensive docs, brand manuals, and data sets. We'll use everything you give us to build a stronger strategy.

Hybrid Approach

Start with what you know, share more as trust builds. Gaps are okay. Part of our value is helping you fill them.



THE GLADTOBE BRIEFING FRAMEWORK

12 components designed to capture what shapes your campaign strategy

01 Brand Overview

02 Markets

03 Competitive Landscape

04 Target Audience

05 Budget & Resources

06 Channels & Media

07 Creatives

08 Timeline

09 Objectives & KPIs

10 Tracking Solution

11 Legal & Ethics

12 Questions



BRANDS, MARKETS, COMPETITION & AUDIENCE



01 Brand Overview

Understanding your brand story is fundamental to crafting authentic campaigns.

→ *Your values, what makes you different. A founder's verbal explanation works perfectly.*

02 Markets

Market understanding shapes creative messaging and media buying strategies.

→ *Share what you know. Even knowing your initial target market is enough to begin.*

03 Competitive Landscape

Understanding your competitive environment identifies differentiation opportunities.

→ *Gut feelings about the market are often more valuable than formal analysis.*

04 Target Audience

Precise audience definition is the difference between scattered and laser-focused campaigns.

→ *A primary + secondary target group is sufficient. We build personas together.*



05 BUDGET & RESOURCES

Transparency about budget ensures we design strategies that are both ambitious and achievable

1

What is your intended budget?

Helps us design campaigns that maximize your investment and avoid under- or over-spending.

2

What is your AOV & SEA Brand CVR%?

Understanding unit economics helps set realistic acquisition costs and campaign forecasts.

3

What are your ROAS / ROI / CPI goals?

Clear targets ensure we optimize toward real business objectives, not vanity metrics.



CHANNELS, CREATIVES, TIMELINE & OBJECTIVES

06 Channels & Media

Share your current channels and openness to new platforms. We design an optimal media mix based on your audience's consumption behaviour and brand discovery channels.

07 Creatives

Tell us about existing assets and brand guidelines. We'll work with what you have, enhance where needed, and build from your existing brand voice.

08 Timeline

Share key dates and milestones. We'll align our campaign efforts to hit your most important moments — launches, seasons, key sales periods.

09 Objectives & KPIs

Define what success looks like for you. We'll optimize every decision toward your stated goals, not generic industry benchmarks or vanity metrics.



TRACKING, LEGAL & QUESTIONS

10

Tracking Solution

Tell us about your current tracking setup. We'll ensure proper measurement across every touchpoint so that every decision is data-driven and accountable.

11

Legal & Ethical Considerations

Share any compliance requirements, regulatory constraints or brand safety concerns. We ensure all campaigns fully protect your brand and legal position.

12

Questions

Ask anything at all — no question is too basic. Your questions guide our recommendations and help us understand what to focus on to drive your growth.

THE ROI OF PROPER BRIEFING

Investing time in a proper brief delivers compounding returns across every stage of the campaign

Faster Launch

Clear briefs eliminate back-and-forth, getting campaigns live faster.

Better Results

Aligned strategy means every dollar works toward your actual goals.

Reduced Waste

No misaligned creative, no off-target media spend.

Stronger Partnership

Transparency builds trust that fuels bold creative decisions.

Measurable Success

Defined KPIs from day one means clear accountability for everyone.



LET'S GET STARTED

YOUR BRIEF, OUR BLUEPRINT.

A comprehensive brief isn't bureaucracy. It's the foundation of successful growth partnerships. Share what you're comfortable sharing, and we'll build from there.

WE'RE GLAD TO BE YOUR GROWTH PARTNER

