



Government
Communication
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MEDIA BUYING FRAMEWORK

CASE STUDY 1

DFT 'GO ULTRA LOW' CAMPAIGN



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MEDIA STRATEGY & PLANNING

Go Ultra Low Campaign - Year 4

1. Brief

Working to a media budget of £2.75 million **and with [Creative Agencies]** to deliver a joint response, please provide by **12 August**:

- **Two media plans for activity running in 2017 aimed at the following audiences:**
 1. ABC1 consumers who can afford to spend £15k on a new car in the next two years;
 2. Fleet, comprised of the following segments:
 - Fleet decision makers - made up of fleet managers, transport managers and mobility managers and an increasing sub audience of Finance, HR and Procurement managers (as companies begin to incorporate fleet decision roles into these departments).
 - User choosers - company car drivers who choose their own company car. (It is worth noting that this audience is also heavily covered in the main consumer ATL campaign).
- Supporting written rationale for your choice of media for both consumer and fleet audiences that includes:
 - A media journey for consumer and fleet;
 - How the media plans will complement any existing and new creative;
 - How each media channel will contribute to delivery of our objectives/KPIs;
 - How we can best exploit low/no cost channels (e.g. digital/social channels and any relevant campaign partner channels);
 - Nielsen and other relevant data, showing vehicle manufacturer marketing on electric cars over the past year;
 - Updates to Haymarket and wider relevant research;
- A cost estimate for your time to respond to this brief, broken down by phase e.g. strategy, briefing, the buying team etc.
- A PowerPoint presentation showing vehicle manufacturer activity to promote electric cars during the past year.

Planning should be for an England/Wales only campaign, recognising that some media will leak into Scotland.

2. 2017 campaign

The 'Go Ultra Low' (GUL) campaign, launched in January 2014. Run as a joint funded partnership, with 50% government funding and 50% funding from vehicle manufacturers (each vehicle manufacturer contributes £250,000 each), the campaign's purpose is to increase awareness and reduce misconceptions of electric vehicles (EVs), thereby increasing purchase consideration and uptake of EVs amongst a consumer and fleet audience.

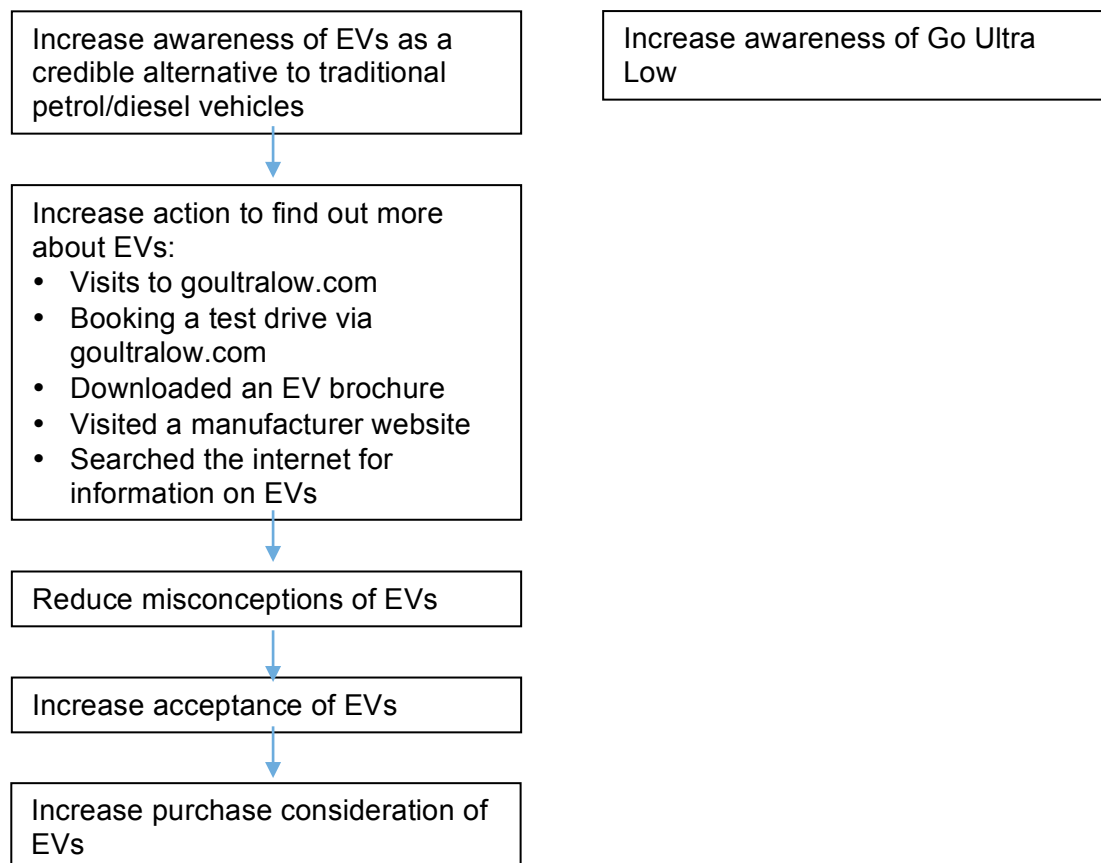
The campaign received funding from five vehicle manufacturers in 2014. This increased to seven in 2015 and to eight in 2016 (Audi, BMW, Kia, Mitsubishi, Renault, Nissan, Toyota and Volkswagen).

It is too early to confirm but we anticipate increasing the number of vehicle manufacturers participating in GUL to at least nine in 2017.

2.1 Objectives

Go Ultra Low remains an education and behaviour change campaign designed to educate car buyers about an entire category of vehicles and create an audience for manufacturers to market their vehicles to. Specific campaign KPIs in year 4 will be based on previous years with some important changes:

- Over the last three years EVs have received a greater amount of coverage in mainstream media and awareness that EVs exist is now higher than before. Go Ultra Low needs to continue to increase awareness of EVs but specifically highlight that these are a credible alternative petrol/diesel vehicles;
- Whilst Go Ultra Low is an education campaign rather than sales driven campaign, we wish increase the importance of driving action to find out more about EVs as a KPI. It is hoped that by increasing actions we will, in turn, reduce misconceptions and increase acceptance and purchase considerations of EVs.



2.2 Key Learnings from 2016

TNS tracking results from our first burst of advertising (27 April – 31 May) demonstrated positive mid-year shifts in emotional affinity to electric cars as a result of new creative but stagnant or declining attitudes to rational barriers to EV purchase, in particular availability and ease of charging.

Mid-year results also demonstrated significant shifts in the number of respondents agreeing that the campaign told them something new about EVs (63% pre campaign to 73% post campaign), that the advertising stood out from other ads (46% to 54%) and that it was clear and easy to understand (74% to 79%).

As a result, there were significant increases in the number of respondents agreeing that the campaign changed the way they think about EVs (47% to 56%), with 96% of campaign recognisers saying they felt more positive about EVs. Over half (55%) said the adverts increased their interest in considering an EV the next time they buy a car and two-thirds (64%) stated they had a better understanding of the benefits of choosing an EV.

However, campaign recognition was lower in post wave 1 than in previous years. Only 1 in 6 (18%) of respondents reported recognising an element of the campaign compared to 25% post wave 1 in 2015. This could suggest that our media spend has been spread too thinly across too many channels in 2016. Further, over half (55%) took any action as a result of seeing the campaign – this is on par with 2015 post wave 1 but lower than other post waves.

Target audience

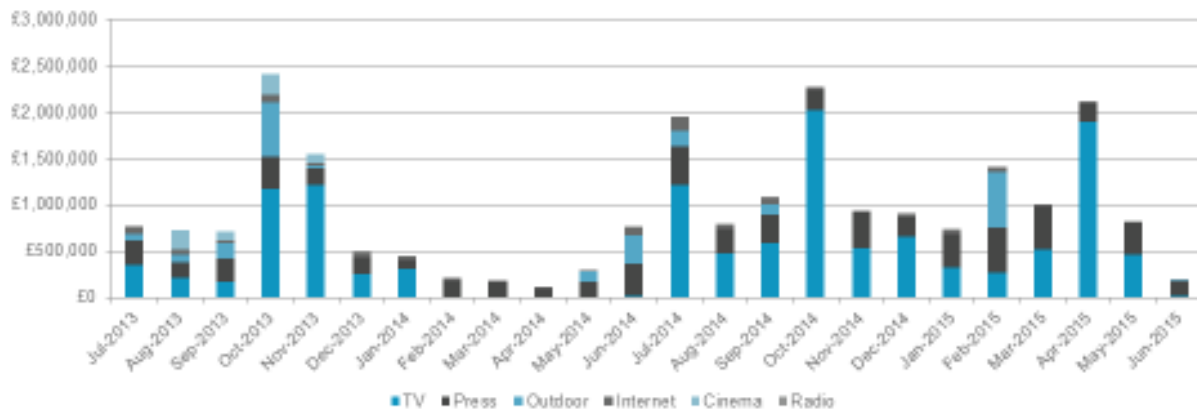
Our primary consumer audience were chosen following research conducted by DfT's Social Research Unit in 2011. The research identified six segments of 'car owners' who have the highest propensity for new vehicle purchase based on higher levels of income (EVs cost more than conventional petrol/diesel cars). Consequently, GUL chose to target ABC1 consumers aged 35-64 from the following audience segments – affluent empty nesters, educated suburban families, urban and rural heavy car users. Additional audience information from OLEV's plug-in car grant survey shows that 71% of EV purchases were male buyers and, for both males and females, the majority of buyers were aged between 41-60 years. However, we have seen some evidence that the younger demographic are increasingly aware of environmental concerns and would consider purchasing an EV. Furthermore, research conducted by Unruly using their ShareRank tool identified that our new video advert, 'Electrify your drive' provoked a stronger emotional response, social motivation and purchase intent than among our target audience.

Campaign timings

The Haymarket study into car buying indicates that consumers take up to three months to make a decision on car purchase and that sales increase in March and September, when number plates change. The report also indicated that people take longer to make a decision on buying an electric car (up to six months in comparison to three months for a conventional petrol/diesel car).

[Agency] have previously used this data to recommend running two peaks of advertising in January and June each year ahead of the March and September registration plate changes, supported by always on digital and search activity from January to November to prompt and remind consumers to consider an EV when they are conducting research. However, data from Neilson reveals low levels of advertising seasonality amongst the partners in Go Ultra Low:

SEASONALITY



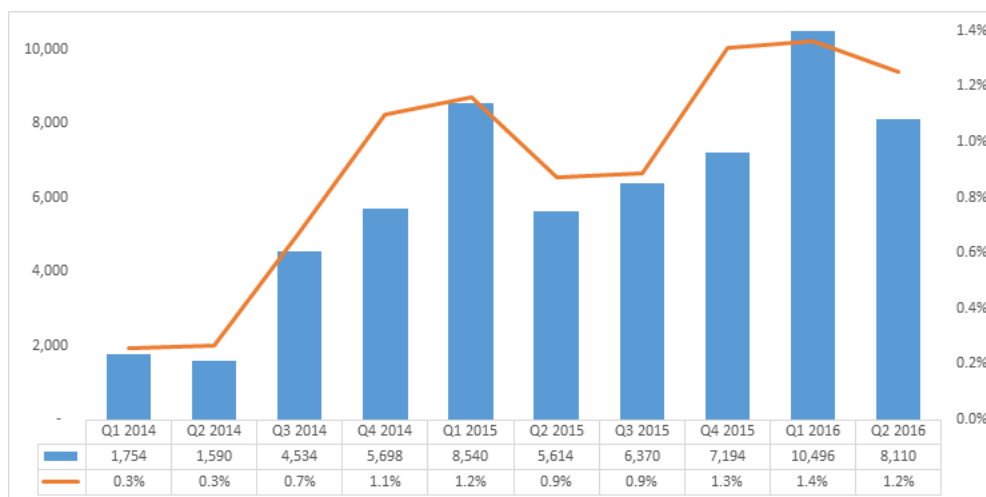
TV receives the lion's share of budget across all 5 VMs communications, potentially leaving us at risk of being out-shouted. There is low levels of seasonality across ULEVs with the lead up to summer being relatively quiet across all ULEV brands however, October seems to see consistent investment YoY.



Source: Nielsen AdDynamix

Market Changes

The UK has one of the fastest growing markets for EVs in Europe - in the second quarter of 2016, EV registrations were up 44.6% than the same period in 2015. There are now more than 66,000 EVs on our roads and EV market share has grown from 0.15% before GUL began in 2014 to 1.2% in Q2 2016. However, over the last three quarters, sales growth of EVs has been flattening out.



In a car market worth £411m (advertising spend July 2014 – June 2015, source: Nielsen Addynamix 2015), only £21m was spent on advertising EVs, £14.1m of which was spent by the vehicle manufacturers participating in the Go Ultra Low campaign. If we are to meet the Government's ambitious manifesto commitment for every car and van on our roads to be zero emission by 2050 we therefore need to make the Go Ultra Low campaign act as a clear support for this category of vehicles.

Fleet campaign

Fleets make up two thirds of EVs sales (78% of business purchases are made by a private firm / business / limited company) with the majority coming from organisations with greater than 250 employees. However this audience have historically been more difficult for us to reach through paid media and have consequently received a lower media spend. As a result, we have limited evaluation on the effectiveness of our campaign in changing attitudes and purchase consideration of EVs amongst the fleet audience.

2.3 Considerations for 2017

Action: [Agency] to consider and provide response to the following questions for consumer and fleet:

Who are we targeting? Please review our target audience and provide a recommendation on whether our target audience could be expanded to include a slightly younger or older demographic (bearing in mind income levels and propensity to purchase an electric car). Where are our target audience? What is their car purchase journey? What are their emotional and functional needs at each stage of the journey?

What channels do we use to reach our audience? What are the objectives of each channel? What mindset are our audience in on each of our channels? Are they likely to engage with our creative on these channels? Do we need to tailor creative to channels?

What is the optimum media budget required to maximise opportunities to see and hear the campaign? What is the best channel mix for our budget? What is the optimum budget split for consumer and fleet audiences? How can we achieve standout amongst a crowded advertising market? Where will we have the best potential for interrupting and influencing car drivers in their purchase decision making to continue to deliver an upward trend in EV sales?

How do we encourage them to take action and visit goultralow.com to find out more about EVs and book a test drive? What is the most effective channel mix to achieve this? How do we prevent 'switchbacks' to earlier stages of the purchase journey?

When do we run our advertising? When is the best time(s) of year to influence car purchase decision making? How do we limit any erosion to campaign KPIs seen through TNS tracking between bursts of advertising? We currently plan our campaign on a year by year basis because of the need to apply each year for funding. If we were able to plan for a 3 year campaign (up to 2020), would your media planning and timings of advertising change?

3. Background

3.1 2016 Consumer campaign

Our 2016 objectives were:

- Increase awareness of EVs:
 - Increase prompted recognition of any advertising from 26% to 30%;
 - Increase recognition of the Go Ultra Low logo from 15% to 19%.
- Reduce misconceptions about EVs:
 - Increase agreement with the statement: "The advertising changed the way I think about EVs" from 47% to 57%.

- Increase acceptance of EVs:
 - Increase agreement with the statement: "I think most people will at least consider a EV next time they buy a car or van" from 35% to 38%.
- Increase purchase consideration of EVs:
 - Increase agreement with the statement: "The adverts increased my interest in considering a EV next time I buy a car" from 52% to 57%;
 - Increase agreement with the statement: "I am thinking about buying a EV (quite soon / but haven't thought about when I will buy it)" from 26% to 29%.
- Increase action:
 - Increase the percentage who have looked into the EV provided by a manufacturer from 29% to 32%;
 - Deliver 45,000 clicks to vehicle manufacturer websites.

Our 2014 and 2015 consumer campaigns used paid media to address the rational barriers to buying an electric car – for example the cost to purchase, driving costs and range ability. Research identified this initial approach was necessary – respondents told us they didn't know much about EVs and that cost to buy and driving range were the main barriers to purchase. Simultaneously, we used social media, PR and advertorials to build an emotional affinity to electric vehicles and increase public acceptance of them.

Tracking results from 2014 and 2015 showed the campaign had been successful in improving perceptions around these barriers to purchase but a decreasing appetite from the public for educational campaigns/messages:

- The number of people agreeing that the campaign told them something new about EVs fell from 76% in 2014 to 63% in June/July 2015;
- The number of new car buyers who agreed the Go Ultra Low campaign changed the way they think about EVs fell from 57% in 2014 to 47% in June/July 2015.

Further, industry research from Autotrader and [Agency]'s CCS study in 2015 showed the emotional desire to own a new car also plays a big part in a buyer's purchase decision. This was supported by Go Ultra Low quantitative research which showed that people tend to think about electric cars on a rational / practical level, yet they buy cars on an emotional level. Consequently, there was a considerable gap between how people perceive their 'ideal' car and how they perceive electric cars. This led us to speculate that if we could excite people about the thought of buying an electric car using emotional drivers, they would be more likely to engage in rational messaging around misconceptions.

Therefore, in 2016, we used paid media to deliver a combined rational push (addressing the rational barriers to buying an electric car) and emotional pull (show that electric cars have the emotional drivers people look for in a car) to position EVs as 'Normal not Novel'.

3.2 2016 Fleet campaign

Increase purchase consideration of EVs amongst the fleet audience by:

- Informing and educating Fleet Managers, CEOs, MDs and Finance Directors about the benefits of EVs, positioning GUL as a thought leader in electric vehicles;

- Informing and educating company car drivers about the benefits of EVs, encouraging them to persuade their company to introduce EVs to their fleet and, ultimately, to choose a EV as their company car over a conventional petrol/diesel car;
- Becoming a thought leader on EVs amongst the fleet world, ensuring Go Ultra Low is at the forefront of fleet minds by increasing our brand awareness.

Activity in 2014 was limited to a partnership with Fleet News however, fleet registrations make up almost two thirds of new EV registrations in the UK so, over the course of 2015 and 2016, we have increased our budget and focus on this audience.

4. Media channels

2014

Consumer

- Radio - spot advertising and partnerships with Bauer and LBC;
- Press - spot advertising and partnerships with the Telegraph and Guardian only but with some later spot advertising in the Times as resource was diverted from Guardian due to disappointing performance and extra budget;
- Digital - display and video using You Tube skippables;
- Twitter promotions (Twitter card and video) lead by PR agency.

Fleet

- Partnership with Fleet News consisting of a series of advertorials, two fleet events and presence at two Fleet News Trade events – Fleet Management Live and Company Car in Action.

2015

Consumer

- Radio - spot advertising across a range of channels (no partnership activity);
- Press – digital and print partnership with The Telegraph;
- Digital partnership with Microsoft including editorial, dedicated hub and display advertising;
- Digital - display and video advertising on both You Tube and Facebook and promoted messages on LinkedIn
- Paid for search - where [Agency] rationalised our approach to minimise the competitive cost impact on the vehicle manufacturers.

Fleet

- Trade press - advertorials in Fleet News, Fleet World, Business Car and Green Fleet;
- LinkedIn advertising.

2016

Consumer

- Video on demand – spot advertising on ITV.com, Sky.com and All4;
- Radio – 20” spot advertising
- Publishing –
 - Display advertising in the Times, Sunday Times, Daily Telegraph, Sunday Telegraph, Guardian, Observer and Financial Times

- Six week partnership with the Evening Standard comprising of print display advertising, advertorials, digital display advertising and content hub;
- Display advertising in What Car, Auto Express, Autocar, Top Gear, Car
- Digital – display and video advertising on You Tube and Facebook
- Paid-for search.

This channel mix was chosen to:

- Balance inspiration with normalisation;
- Drive the audience to the best channel for engagement;
- Focus on interrupting the purchase journey in the months prior to new plates as per Haymarket research on purchase journey
- Optimise awareness at peak conversion points for highest relevance as 50% of car buyers are only in the market for one month;

Fleet

- Digital – display advertising
- LinkedIn advertising
- Trade press partnerships comprising of display adverts, advertorials, newsletters, and events with the following titles:
 - Fleet News
 - Fleet World
 - Business Car
 - Green Fleet

5. Media budgets

- **2014:** £1.47m in year 1 based on funding from five vehicle manufacturers (BMW, Nissan, Renault, Toyota and Vauxhall).
- **2015: Total of £2.1m in year 2** based on funding from seven vehicle manufacturers (Audi, BMW, Mitsubishi, Nissan, Renault, Toyota and Volkswagen) divided as follows:
 - Consumer - £2.08m
 - Fleet - £37,922
- **2016: Total of £2.48m in year 3** based on funding from eight vehicle manufacturers (Audi, BMW, Kia, Mitsubishi, Nissan, Renault, Toyota and Volkswagen) divided as follows:
 - Consumer - £2.28m
 - Fleet - £205,320
- **2017:** It is too early to confirm, but we anticipate recruiting at least one new vehicle manufacturer to the campaign in 2017, increasing our total campaign budget by a minimum of £500,000 (50% HMG funding, 50% VM funding). We therefore anticipate a total media budget of c. £2.75m in 2017 potentially divided as follows:
 - Consumer- £2.5m
 - Fleet - £250k

N.B. We would like [Agency]'s recommendation on the most appropriate budget split between consumer and fleet.

6. KPIs & Evaluation

KPI's		2015		2016		
		Post wave 1	Post wave 2	Target	Pre wave 1	Post wave 1
Increase awareness of EVs and Go Ultra Low	Increase prompted recognition of any advertising	25%	31%	30%	N/A	18%
	Increase recognition of Go Ultra Low logo	12%	15%	19%	15%	14%
Reduce misconceptions of EVs	Increase agreement: "The advertising changed the way I think about EVs"	50%	47%	57%	N/A	56%
Increase acceptance of ULEVs	Most people will consider buying a ULEV next time they buy a car/van (% agree)	30%	35%	38%	32%	35%
Increase purchase consideration of EVs	Increase agreement: "The adverts increased my interest in considering an EV the next time I buy a car"	54%	52%	57%	N/A	55%
	Increase agreement: "I am thinking about buying an EV (quite soon / but haven't thought about when)"	22%	26%	29%	19%	21%
Increase action	Took any action as a result of seeing the campaign	56%	71%	N/A	N/A	55%
	Increase % who looked at an EV manufacturer's website	22%	29%	32%	31%	33%



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MEDIA BUYING BRIEF

(i) FLEET SEGMENT

Media Buying Brief**1a) Customer¹ Information**

Customer Department/ALB / Organisation:	DFT – Go Ultra Low
Specific campaign:	GUL Oct 2017 - April 2018 FLEET

1b) Communications Strategy

Outline of strategic approach:	GET - Those in market for cars (Fleet) TO - Consider ULEVs as a credible alternative for their business fleet and take action to find out more BY - Engaging them with content that engages, educates and converts them
Objective: what is the main thing you want to achieve? (& is there a tangible KPI you are tracking?)	Maintain awareness of Go Ultra Low (and in particular what we offer) Reduce misconceptions about EVs Increase acceptance of EVs Increase purchase consideration of EVs Increase action (which includes visiting the website, amongst many others)
Is this activity designed to prompt behaviour change? If so describe the behaviour change required:	Increase acceptance of EVs Increase purchase consideration of EVs Increase action (which includes visiting the website, amongst many others)
Please describe the creative approach (e.g. creative brief/strategy, or finished creative)	Talk to consumers in a way that prompts conversation around ULEVs. ASSETS AVAILABLE <ul style="list-style-type: none"> 1 x Full Page Press copy with long-copy. Its primary function is to raise awareness. The long copy invites those at the top of the purchase funnel to engage with ULEVs. The content is enticing, prompting people to find out more 1 x Radio copy highlighting the different questions that could be raised when thinking about ULEVs. Its primary function is to raise awareness. The content is enticing, prompting people to find out more

¹ For the purposes of this document the term 'customer' refers to the client



1c) Budget & Timings

Total Customer media budget Excl. VAT	£ 213,333 (including VAT) All budgets include VAT
Briefing issue date:	16 th Aug 2017
Campaign timings: (please state whether different media channels launch at the same time or have specific timing plans)	6 th Nov 2017 - 4 th March 2018

Digital biddable media (e.g. Search, YouTube, social, GDN)	PPC – this has been included as part of the consumer brief LinkedIn – £33,333 Burst 1: £16,667 Burst 2: £16,667	Burst 1: 6 th Nov – 3 rd Dec Burst 2: 5 th Feb – 4 th Mar
Radio	£100,000 Burst 1: £50,000 Burst 2: £50,000	Burst 1: 6 th Nov – 19 th Nov Burst 2: 5 th Feb – 18 th Feb
Press	£80,000 Burst 1: £39,000 Burst 2: £41,000	Burst 1: 6 th Nov – 3 rd Dec Burst 2: 1 st Jan – 4 th Mar

1e) Other Details

Regionality / or International	England
Restrictions (e.g. regional exclusions, day part, partnerships in place)	NA
Assets available (e.g. creative, website or leaflets, etc.)	

1f) Contacts

Comms planning agency:	Agency [Not Specified]
Comms planner:	Agency [Not Specified]
Creative agency:	Agency [Not Specified]
Creative planner:	Agency [Not Specified]
Other agency contacts (PR, Digital etc.):	
Agency media buying contact:	Agency [Not Specified]
Technical contact (website tagging, etc.):	

2) Target Audience (See document)

Audience insight	<p>The Fleet audience segments are the same as 2016:</p> <ol style="list-style-type: none"> 1. Fleet Decision Makers; those who decide on the nature of their business' fleet 2. User Choosers; those who drive a fleet car and have the opportunity to choose their car <p>As with the consumer element of the GUL 2017 campaign, there are several barriers for each of these audiences which need to be focussed on. For the Fleet Decision Makers (FDMs) these are more rationale; cost, value and mileage etc. However, the User Chooser's concerns will be very similar to those of the average consumer; performance and aesthetics for example.</p>
Buying audience required (Please note that it may not be possible to specifically buy desired audience so we will find the most relevant proxy)	<p>Press: ABC1 Adults 30-60</p> <p>Radio: ABC1 Adults 30-60</p> <p>LinkedIn: Utilise learnings from previous activity and any other new to market targeting capabilities to target the most relevant Fleet Decision Makers</p>

Digital Media briefing form (Display and Biddable)

Digital Campaign Summary		
Role of the digital channels (e.g. outputs or outcomes):	Search	Social
	Ongoing support for anyone searching around ULEVs	Targeting those with the most relevant job titles whereby they can influence the purchase decision of their company's fleet
Campaign history	New campaign: NO – look to last year for learnings	
Campaign type	Search: Click to site Social: Click to site	
Versions of website	Desktop: YES	Mobile: YES
Destination URL(s)	Website URL: goultralow.com YouTube Channel: Goultralow.com Facebook page URL: facebook.com/goultralow Twitter handle: twitter.com/goultralow	
Budgets & Timings		
Total digital online display customer budget - stipulate (incl. VAT) or (exc. VAT)	LinkedIn <ul style="list-style-type: none"> £33,333 split between two bursts – see budget and timings section above Search <ul style="list-style-type: none"> Briefed with Consumer 	
Targeting		
Target demographics (Be as specific as possible in order to satisfy the varying targeting capabilities of the digital media owners – e.g. Age, Sex, Demographics, lifestyle, interests, career type, etc):	LinkedIn: Utilise learnings from previous activity and any other new to market targeting capabilities to target the most relevant Fleet Decision Makers	
Geographical	UK: YES	
Detailed local information	NA	
Search networks	NA (briefed with Consumer)	
Display networks	NA	
YouTube promoted videos	NA	
Facebook (CPC/ASUs/Posts)	NA	
Previous channel learnings and specific requests:		
What does TouchPoints suggest for the deployment of	NA	

messaging via Online, mobile and VOD (e.g. relevant mood/location/secondary activity)?	
KPI's, Measurement & Reporting	
What are we measuring?	Clicks and Impressions
Key performance indicators	Please refer to last year's campaign for benchmarks
Prior performance (Please share any specific CPA's achieved for display and biddable activity)	Paid Social: Please refer to last year's campaign for benchmarks
Required performance reporting frequency:	Standard
Tracking	
Is it possible to add third-party tags to your website? If so, please detail type of tag. (Customer to confirm. Provide contact please) (na for mobile)	NO
3 rd Party tracking	As usual
Do you require your Google analytics account (if applicable) to sync with Google PPC? (Customer to confirm) (n/a for mobile)	
Retargeting strategy – Please provide details of which pages and creative are involved	
AdGoroo tracking required?	NA
Digital Creative	
Brief description of work, whether including brand/campaign proposition, and any mandatory requirements:	TBC
Are there any daypart, day of week or editorial environment recommendations or restrictions?	NO
Please specify number of formats for paid social activity and provide timeline when these should be distributed (a	NA

content calendar will be required – please provide a contact of the person that will be supplying this so our specialists can liaise with them to obtain the calendar. PLEASE NOTE, activity will not be able to be put live without an agreed content calendar as this informs the budget allocation for each post for the campaign period. Creative specs will be contained on the plan. If agency are building ads assets are required five working days prior to live date. If customer is creating ads agency requires URL of post two working days before live date).	
Youtube – Do you wish to deliver a click through or just views (Please provide URL of YouTube channel. You will need to send URL of ad that you wish to promote 3 working days prior to live date)	NA
What specific channel tests are in place, and how will they be measured?	NA
Trafficking details	TBC
Keywords & Ad Copy	
Keyword considerations (please state if an existing account can be utilised or will a new build be required?)	NA
Any search Call to action(s)	NA
Ad types	TBC
Ad copy/assets supplied	To Follow
Ad copy considerations/call to action (Does ad copy need to be refreshed or are there any new messages you would like to promote. Please provide these messages if they are known)	NA

Keyword and ad copy approval	Please provide name and contact details of approver:		
Clash management			
Are you aware of any keyword clashes with other campaigns?	No		
If yes, what is the campaign in question?			
Are the clashing or negative keywords critical to your campaign audience? If so, why?			
Website			
Who controls the site(s)? (include name, state if contact for tagging is different)	Creative agency Other		
Contact name		Customer	Analytics agency
Email			
Contact details			
Do you have a container tag?	Don't know?		
Do you need any changes to the DFA spotlight tags or new spotlights added?	Yes No		
If they can, what are the turnaround times?			
Additional Digital Information			
Please provide facebook URL and Twitter Handle	TBC		
Please provide contacts that can approve admin access in order to implement promoted posts/tweets			
Specify the role for media owner partnerships (please specify link with other channels where appropriate):			
SEO			
Who manages SEO?	NA		
Contact name			
Email			

Contact details

Radio channel brief

Campaign – Radio channel specifics	
Role of the channel (e.g. outputs, outcomes). Refer back to the 'Objectives and lessons learned section above:	Radio copy highlighting the different questions that could be raised when thinking about ULVEs. Its primary function is to raise <u>awareness</u> . The content is enticing, prompting people to find out more
Total radio Customer budget - stipulate (incl. VAT) or (exc. VAT)	£ 100,000 (inc. VAT) Split between two bursts as above in the timings section
Targeting	
Audiences to report against (specify if campaign audience, target group or planning/buying audience 'RAJAR'):	ABC1 Adults 30-60
Target Regionality	National
Are we targeting any particular community?	
Previous channel learnings:	
What does TouchPoints suggest for the deployment of messaging via this channel (eg relevant mood/location/secondary activity)?	
Are there any day part, day of week or editorial environment recommendations or restrictions?	Weekdays only Client has suggested drive time only – what is your recommendation? Do you think we do All day parts with an up-weight in drive time?
Is anything mandatory, or are there any specifics (e.g. station or region)?	
Measurement	
Required targets and measurables (detail outputs from outcomes, e.g. number of responses, or level of awareness or specific behaviour change that this channel can be attributed to):	Get people to think differently about ULEVs and go to site later to find out more
What specific channel tests are in place, and how will they be	

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measured?	
What data is required for ongoing optimisation, and in what format?	
Creative, copy, format, production	
Creative materials (e.g. copy scripts or audio):	30" Copy TBC
Can you provide information regarding the tone of messaging:	Informative
Copy lengths, rotation ratios and timing/weighting of activity:	30"
What is the copy response mechanism (e.g. telephone number, specific website or mailing address)?	Visit website
Is there any community specific messaging?	NA
Additional radio specific information	
Specify the role for media owner partnerships (please specify link with other channels where appropriate):	
Is anything mandatory, or are there any specifics (e.g. station or region)?	

Publishing channel brief

Campaign – Publishing channels specifics	
Role of the channel (e.g. outputs, outcomes). Refer back to the 'Objectives and lessons learned' section above:	
Channel requirements (e.g. national, magazines, regional)	Trade press
Total press Customer budget - stipulate (incl. VAT) or (exc. VAT)	Total: £80,000 Split: Burst 1: 6 th Nov – 3 rd Dec £39,000 Burst 2: 1 st Jan – 4 th Mar £41,000
Targeting	
Audiences to report against (specify if campaign audience, target group or buying audience 'NRS/BBS'):	ABC1 Adults 30-60
Regionality	National
Previous channel learnings:	
What does TouchPoints suggest for the deployment of messaging via this channel (e.g. relevant mood/location/secondary activity)?	
Press sector and mandatory titles or exclusions:	Focus on trade specific press titles
Measurement	
Required targets and measurables (detail outputs from outcomes, e.g. number of impressions, number of responses, or level of awareness or specific behaviour change that this channel can be attributed to):	Circulation, C&F, reach
What is the copy response mechanism (e.g. telephone number, specific website or mailing address)?	Visit website to find out more
What specific channel tests are in place, and how will they be measured?	

What data is required for ongoing optimisation, and in what format?	
Creative, copy, format, production	
Creative materials (e.g. scamps/.jpegs/.pdfs):	
Creative details (e.g. format – is sizing flexible? Consider either colour or mono?):	FPC TBC
Guide for relevant editorial environment:	Front half, and anything that is relevant to ULEVs – new news articles around ULEVs, Car editorial, environmental editorial
Additional press specific information	
Specify the role for media owner partnerships (please specify link with other channels where appropriate):	
Any clashes to be aware of?	
Is anything mandatory, or are there any specifics (e.g. station or region)?	



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MEDIA BUYING BRIEF

(ii) CONSUMER SEGMENT

Media Buying Brief**1a) Customer² Information**

Customer Department/ALB / Organisation:	DFT - GUL
Specific campaign:	GUL Oct 2017-April 2018

1b) Communications Strategy

Outline of strategic approach:	GET - Those in market for cars (Consumer) TO - Consider ULEVs as a credible alternative and take action to find out more BY - Engaging them with content that engages, educates and converts them.
Objective: what is the main thing you want to achieve? (& is there a tangible KPI you are tracking?)	Maintain awareness of Go Ultra Low (and in particular what we offer) Reduce misconceptions about EVs Increase acceptance of EVs Increase purchase consideration of EVs Increase action (which includes visiting the website, amongst many others)
Is this activity designed to prompt behaviour change? If so describe the behaviour change required:	Increase acceptance of EVs Increase purchase consideration of EVs Increase action (which includes visiting the website, amongst many others)
Please describe the creative approach (e.g. creative brief/strategy, or finished creative)	Talk to consumers in a way that prompts conversation around ULEVs. ASSETS AVAILABLE <ul style="list-style-type: none"> 8 x 1-2 minute content films. This content showcases an advocate talking to a non-advocate. The advocate talks about their passion for ULEVs whilst the non-advocate talks about a different passion. This allows consumers in top of the purchase funnel engage with ULEVs on a deeper level. POTENTIALLY - x 30" cut downs of the 8 x 1-2 min content films. 1 x 30" teaser to the 8 x 1-2 min content films. Its primary function is to raise awareness of the longer content. It acts as a teaser to prompt people to engage with the longer content. 2 x Full Page Press copy with long-copy. Its primary function is to raise awareness. The long copy invites those at the top of the purchase funnel to engage with ULEVs. The content is enticing, prompting people to find out more

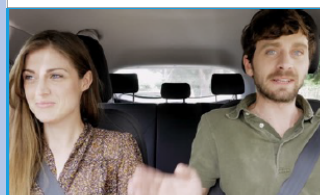
² For the purposes of this document the term 'customer' refers to the client

- 1 x Radio copy highlighting the different questions that could be raised when thinking about ULVEs. Its primary function is to raise awareness. The content is enticing, prompting people to find out more
- 3rd party tools which highlight the cost savings to be made to engage people with the category and highlight that ULEV is 'right for me'. This content sits on the GUL site. We need to raise awareness of these tools, and drive consumers to site to use them. Its primary function will be to raise awareness but through the use of rich media interactive units we can generate engagement and hopefully drive consumers to site to find out more.
- 2 x sets of standard iab display assets to use in digital and support Press Stack and Radio Stack

Running low on facts? Recharge here.

Get questions about
owning an electric car?
Plug yourself into the answers
at GoUltraLow.com
You can find out how long it takes
to charge your car at home,
as well as how much it costs.
Our journey range calculator can tell you
how far you can go on a full charge.
(And if you want to go further,
we can tell you where
the charging points are on the way.)
You can even compare running costs
between electric cars
and traditional engined cars.
Any more questions?
You know where to go.

GoUltraLow.com 



1c) Budget & Timings

Total Customer media budget Exc VAT	£ 2,010,000 (2.3 including VAT)
Briefing issue date:	8 th Aug 2017
Campaign timings: (please state whether different media channels launch at the same time or have specific timing plans)	9 th Oct 2017-29 th April 2018

1d) Channel Investment Summary

Digital Overview: IMPORTANT for Display, Biddable and VOD team to read.

Digital Display

1) High Impact - to support the bursts- Objective- Engagement

(Creative will be produced by media owners from raw assets of [Creative Agency]) would be good to look into pulling in data here

2) Targeting those in market - Objective Action (clicks to site)

a) Contextual b) Behavioral

Social

1) Video- Promoting short cut downs of the [Creative Agency] creative- Objective engagement

2) Static posts retargeting - Objective Action (Clicks to site)

3) Always on pot to boost [Creative Agency] assets

Digital Video

1 VOD- Objective maintain awareness

2) Seeding of 8 x Videos - Objective Engagement (Video Views)

Digital online display	<p>Display - £425,000 (inc VAT)(inc VAT)</p> <p>Display is split into</p> <ol style="list-style-type: none"> 1. High Impact to support the burst (Working with MOs to create interactive formats) <p>KPI Engagement</p> <ol style="list-style-type: none"> 2. Standard Display targeting those in market through a mix of behavioral and contextual targeting / (This runs heavily at burst but also throughout whole campaign) 	<p><u>Key Campaign Bursts (High impact activity and in market activity):</u></p> <p>Burst 1: 9th Oct – 3rd Dec</p> <p>Burst 2: 8th Jan - 18th Feb</p> <p>Burst 3: 19th Mar – 15th April</p> <p><u>Always on activity (In market Activity)</u></p> <p>19th Feb – 18th Mar</p> <p>16th Mar – 29th Mar</p> <p><i>(please see plan for more</i></p>
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	KPI action- clicks to site	<i>detail)</i>
	Video – 230,000 Seeding of the 8 X Long videos. KPI Views	<u>Key Campaign Bursts (High impact activity and in market activity):</u> Burst 1: 9 th Oct – 3 rd Dec Burst 2: 8 th Jan - 4 th Feb Burst 3: 19 th Mar – 29 th April
Digital biddable media (e.g. Search, youtube, social, GDN)	PPC - 135,000 Focusing on both consumer and Fleet Social –270,000	Burst 1: 9 th Oct – 29 th April <u>Key Campaign Bursts (High impact activity and in market activity):</u> Burst 1: 9 th Oct – 19 th Nov Burst 2: 8 th Jan - 18 th Feb Burst 3: 19 th Mar – 8 th Feb <u>Always on activity (supporting [Creative Agency] /organic activity)</u> 19 th Feb – 18 th Mar 9 th Mar – 29 th Mar <i>(please see plan for more detail)</i>
OOH		
AV (e.g. TV, VOD, Cinema)	BVOD - 200,000	<u>Key Campaign Bursts (High impact activity and in market activity):</u> Burst 1: 9 th Oct – 3 rd Dec Burst 2: 8 th Jan - 4 th Feb Burst 3: 19 th Mar – 29 th April
Radio	450,000	Burst 1: 9 th Oct – 29 th Oct Burst 2: 8 th Jan – 28 th Feb Burst 3: 19 th Mar – 8 th April <i>(please see plan for more detail)</i>

Press	300,000	Burst 1: 9 th Oct – 3 rd Dec Burst 2: 8 th Jan – 4 th Feb (please see plan for more detail)
Partnerships		
Other		


1e) Other Details

Regionality / or International	England
Restrictions (e.g. regional exclusions, daypart, partnerships in place)	NA
Assets available (e.g. creative, website or leaflets, etc.)	

1f) Contacts

Comms planning agency:	Agency [Not Specified]
Comms planner:	Agency [Not Specified]
Creative agency:	Agency [Not Specified]
Creative planner:	Agency [Not Specified]
Other agency contacts (PR, Digital etc):	
Agency media buying contact:	Agency [Not Specified]
Technical contact (website tagging, etc):	

2) Target Audience (See document)

Audience insight	<p>Our GUL 2017 audience are highly established early or late family units. Aged between 30 – 60 (average 41) all are either employed full or part time or retired with an above average annual household income, and all owning their own properties (either with or without a mortgage). 73% live in London or the South East, and 27% in North & Yorkshire</p>  <p>They're highly involved and active in everything from their work, social and family lives, and their purchase decisions – almost every decision is considered from start to finish and they make sure they give it their due diligence. This lends itself to their conscientious personality trait. They're always on the lookout for healthy products to ensure they're looking after themselves, always like to give to charity and make an effort to buy fair trade or eco-friendly products. By nature the segment fall into 'early adopters' for technological developments, and pride themselves on always being up to date with new gadgets. They're not spend-thrifts though as they're always save up for something they want and would agree that they're good at saving money.</p> <p>A recent report published by warc “How cars really get brought” suggests there are three types of buyers based on behaviour:</p> <ol style="list-style-type: none"> 1. Speedy Chooser 32%
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	<ol style="list-style-type: none"> 2. Benefit Maximiser 38% 3. Car Enthusiast 30% <p>Research undertaken by DFT and associated agencies has highlighted that rational reasons (cost, charge points and mileage) are the main barriers to purchase. Therefore we are recommending that the messaging be tailored to a “Benefits Maximiser”, the buyer who takes the time to research the long term benefits. Our media channel selection outlined below will highlight the channels where rational, detailed messages are able to work the hardest and where this buyer type can easily find further information.</p> <p>A report from Auto trader “2016 Car buyer journey” provides some useful statistics on digital use. It reports that 88% of car buyers use the internet to shop for a new car and of their time looking for a car 59% of that is spent online.</p> <p>This is summarised nicely within an Autotrader report from February 2016: “This shift online has created a ‘digital forecourt’, which allows consumers to make their car purchase decision long before they step foot onto a physical forecourt.” This digital forecourt will be key for us to leverage as it provides more opportunities to reach the right consumer when they are in market and within this persuade them to GO ULTRA LOW!</p>
<p>Buying audience required</p> <p>(Please note that it may not be possible to specifically buy desired audience so we will find the most relevant proxy)</p>	<p>Press: ABC1</p> <p>Radio: ABC1</p> <p>Digital: utilise context from films to create</p> <ol style="list-style-type: none"> 1. market segments of car buyers 2. contextually relevant placements around passion points (maybe?) <p><u>INFORMATION AROUND THE 8 x 1-2 minute films</u></p> <p>If you need more info about the content of the videos – [Creative Agency] should have this info now.</p>

Digital Media briefing form (Display and Biddable)

Digital Display

1) High Impact - to support the bursts- Objective- Engagement

(Creative will be produced by media owners from raw assets of [Creative Agency] would be good to look into pulling in data here

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Social

1) Video- Promoting short cut downs of the [Creative Agency] creative- Objective engagement

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3) Always on pot to boost [Creative Agency] assets

Digital Video

1 VOD- Objective maintain awareness

2) Seeding of 8 x Videos - Objective Engagement (Video Views)

Digital Campaign Summary			
Role of the digital channels (e.g. outputs or outcomes):	Online Display/Video	Search	Social
	<p>Display – Increase Action to find out more about ULEVs/ Evs (drive clicks)</p> <p>Video – Increase Engagement (interest) and Understanding of ULEVs as credible alternatives (view through rate)</p> <p>Utilise the 8 min and 30" assets in digital landscape</p> <p>Use rich media formats to bring 3rd party tools to life (collective?)</p>	On going support for anyone searching around ULEVs	<p>Utilise the 30" assets in digital landscape</p> <p>1 -2 x LLP assets to drive to site</p>

	<p>Utilise rich media formats to showcase multiple 8 min edits to get consumers to choose which they want to watch</p> <p>Perhaps prospect with the 30" assets and then RT with interactive unit to choose from the 1-2mins</p> <p>Utilise Avid to showcase videos, and supporting copy to drive to site. Get avid to suggest multiple creative opportunities</p> <p>Use IAB assets to prospect and retarget consumers who've seen the videos to drive to site</p>		
Campaign history	New campaign: YES		
Campaign type	<p>Direct response:</p> <p>Other:</p>	Brand/awareness:	<p>Traffic Driving:</p> <p>Display - click to site. Ensure Rich media has CTA to buttons</p> <p>Video: View through rate</p>
Versions of website	Desktop: YES	Mobile: YES	
Destination URL(s)	<p>Website URL: TBC YouTube Channel: Goultralow.com</p> <p>Facebook page URL: facebook.com/goultralow</p> <p>Twitter handle: twitter.com/goultralow</p> <p>Linked in page URL:</p> <p>Other URL (Tumblr etc):</p>		
Budgets & Timings			
Total digital online display customer budget - stipulate (incl. VAT) or (exc. VAT)	<p>Online Display</p> <ul style="list-style-type: none"> £ 425,000 (inc rich media) <p>Online Video</p> <ul style="list-style-type: none"> £230,000 		

	Biddable <ul style="list-style-type: none"> PPC - 135,000 Social – 270,000 Specify by biddable channel if possible: Google £, Joint Marketplace £, Facebook £, YouTube £, Twitter £, LinkedIn £ Other £		
Targeting			
Target demographics (Be as specific as possible in order to satisfy the varying targeting capabilities of the digital media owners – e.g. Age, Sex, Demographics, lifestyle, interests, career type, etc):	1. ABC1 Adults 30-60 2. market segments of car buyers 3. contextually relevant placements around passion points		
Geographical	UK: YES Wales: International:	England: N Ireland:	Scotland: Other Regional:
Detailed local information	For counties, cities and towns please attach file.		
Search networks	Google: YES Joint Marketplace (Bing): YES		
Display networks	Contextual Targeting: YES	Site Targeting:	
YouTube promoted videos	Yes: No: NO <u>CANNOT USE YOUTUBE</u>	Non Skippable? No	
Facebook (CPC/ASUs/Posts)	Yes		
Previous channel learnings and specific requests:			
What does TouchPoints suggest for the deployment of messaging via Online, mobile and VOD (e.g. relevant mood/location/secondary activity)?	Any further insight tools to be listed?		
KPI's, Measurement & Reporting			
What are we measuring?	Registrations: Downloads: Other (pls specify):	Applications: Sales:	Traffic/clicks: Impressions: YES
Key performance indicators	Target CPR: Click volume: Please refer to last years campaign for	Target CPA: Target CPC:	ROI: Other (pls specify):

	benchmarks		
Prior performance (Please share any specific CPA's achieved for display and biddable activity)	PPC: Please refer to last years campaign for benchmarks	Display networks: Please refer to last years campaign for benchmarks	Paid Social: Please refer to last years campaign for benchmarks
Required performance reporting frequency:	Fortnightly / Monthly / End of campaign / Other Standard		
Tracking			
Is it possible to add third-party tags to your website? If so, please detail type of tag. (Customer to confirm. Provide contact please) (na for mobile)			
3rd Party tracking	DoubleClick/DART Omniure	Speedtrap/SAS Google Analytics	Webtrends Other (pls specify)
Do you require your Google analytics account (if applicable) to sync with Google PPC? (Customer to confirm) (n/a for mobile)			
Retargeting strategy – Please provide details of which pages and creative are involved			
AdGooroo tracking required?	Yes / No		
Digital Creative			
Brief description of work, whether including brand/campaign proposition, and any mandatory requirements:	<p>We have is 1 x 30" and 8 x 1-2 min videos, and there is potential to get 8 x 30" cut downs for the longer edits. We will also have a suite of iab standard display assets</p> <p>Please use the longer edits where possible in media in order to show breadth and range. They will be on the website, but as they spent a tonne on these they are keen to use where possible</p>		
Are there any daypart, day of week or editorial environment recommendations or restrictions?	NO		
Please specify number of formats for paid social activity and provide timeline when these should be distributed (a content calendar will be	<p>1 x 30"</p> <p>8 x 1-2 min videos</p>		

<p>required – please provide a contact of the person that will be supplying this so our specialists can liaise with them to obtain the calendar. PLEASE NOTE, activity will not be able to be put live without an agreed content calendar as this informs the budget allocation for each post for the campaign period. Creative specs will be contained on the plan. If agency are building ads assets are required five working days prior to live date. If customer is creating ads agency requires URL of post two working days before live date).</p>	<p>1 x set of std iab display assets</p> <p>Data from 3rd party to use in rich media</p>
<p>Youtube – Do you wish to deliver a click through or just views (Please provide URL of YouTube channel. You will need to send URL of ad that you wish to promote 3 working days prior to live date)</p>	
<p>What specific channel tests are in place, and how will they be measured?</p>	
<p>Trafficking details</p>	<p>No of formats: 8 x 1 min vids, 1 x 30, 5 x std iab assets</p> <p>No of creative iterations: 8 x 1 min vids, 1 x 30, 5 x std iab assets, may be 8 x 30" cut downs</p> <p>Rotation detail: equal Delivery date of each rotation</p>
<p>Keywords & Ad Copy</p>	
<p>Keyword considerations (please state if an existing account can be utilised or will a new build be required?)</p>	<p>New:</p> <p>Existing: (please provide a contact to receive a list of keywords and ad copy)</p>
<p>Any search Call to action(s)</p>	
<p>Ad types</p>	<p>Text: Image: Video:</p> <p>Text to call:</p>
<p>Ad copy/assets supplied</p>	<p>Yes No To Follow</p>
<p>Ad copy considerations/call to action (Does ad copy need to be refreshed or are there any</p>	<p>Video units don't drive clicks to site. Any overlays on rich formats to encourage clicks to site are welcome!</p>

new messages you would like to promote. Please provide these messages if they are known)			
Keyword and ad copy approval	Please provide name and contact details of approver:		
Clash management			
Are you aware of any keyword clashes with other campaigns?	No		
If yes, what is the campaign in question?			
Are the clashing or negative keywords critical to your campaign audience? If so, why?			
Website			
Who controls the site(s)? (include name, state if contact for tagging is different)	Creative agency Other		
Contact name		Customer	Analytics agency
Email			
Contact details			
Do you have a container tag?	Don't know?		
Do you need any changes to the DFA spotlight tags or new spotlights added?	Yes No		
If they can, what are the turnaround times?			
Additional Digital Information			
Please provide facebook URL and Twitter Handle	TBC		
Please provide contacts that can approve admin access in order to implement promoted posts/tweets			
Specify the role for media owner partnerships (please specify link with other channels where appropriate):			
SEO			
Who manages SEO?	In House	SEO Agency	Creative Agency

CONFIDENTIAL INFORMATION

	Other		
Contact name			
Email			
Contact details			

AV channel brief**Digital Video**

1 VOD- Objective maintain awareness

2

Campaign – AV channel specifics			
	TV	VOD	Cinema
Role of the channel (e.g. outputs, outcomes). Refer back to 'Objectives and lessons learned' section above:		To drive awareness of the 1x30 teaser video or multiple 8 x 1-2 min videos where possible Use 30" edit in Vod Do interactive VOD units to showcase multiple videos available to watch Asking for photography/stills to use as thumbnails	
AV requirements / formats:			
Total AV Customer budget - stipulate (incl. VAT) or (exc. VAT)	£200,000		
Targeting			
Audiences to report against: (specify if campaign audience, target group or buying audience 'BARB'/'FAME'/'comScore')	ABC1 Adults 30-60		
Regionality (please specify including any exclusions and whether regional creative may be produced)	National		
Previous channel learnings:			
What does TouchPoints suggest for the deployment of messaging via this channel (eg relevant mood/location/secondary activity)?			
Are there any daypart, day of week or editorial environment	NA		

recommendations or restrictions?	
Will ethnic airtime be required?	
Measurement	
Required targets and measurables (detail outputs from outcomes, e.g. number of TVRs achieved vs. target, number of responses, or level of awareness or specific behaviour change that this channel can be attributed to):	Impressions Interactions with interactive units
What is the copy response mechanism?	Add CTAs where possible
What specific channel tests are in place, and how will they be measured?	
Creative, copy, format, production	
Creative materials (e.g. copy scripts or videos/.mpegs):	
Copy lengths, rotation ratios and phasing/timing/weighting of activity:	1 x 30"
Guide for relevant editorial environment:	Car relevant editorial, but broader as we want to reach lots of people who will be in the market to potentially purchase a ULEV
Specify the role for media owner partnerships (please specify link with other channels where appropriate):	
Is anything mandatory, or are there any specifics (e.g. programming/station or region)?	
VOD Specifics	
Is the VOD interactive?	Yes: YES No:
Are there existing formats?	Yes: 1 x30 No:
Are there any previous conversations with VOD suppliers to be aware of?	Yes: No:
VOD creative contacts	

VOD click through URL	TBC
Primary VOD KPI	<div> a) View through rate b) Click through rate </div> <div> c) Completed views d) Cost per view </div> <div> e) Reach YES </div>
Cinema specifics	<div>a) Any films to avoid:</div> <div>b) Has copy been used before?</div> <div>c) Are you interested in non-spot opportunities? (sampling, foyer, second screen, etc)</div>

Radio channel brief

Campaign – Radio channel specifics	
Role of the channel (e.g. outputs, outcomes). Refer back to the 'Objectives and lessons learned section above:	Radio copy highlighting the different questions that could be raised when thinking about ULVEs. Its primary function is to raise <u>awareness</u> . The content is enticing, prompting people to find out more
Total radio Customer budget - stipulate (incl. VAT) or (exc. VAT)	£ 450,000
Targeting	
Audiences to report against (specify if campaign audience, target group or planning/buying audience 'RAJAR'):	ABC1 Adults 30-60
Target Regionality	National
Are we targeting any particular community?	
Previous channel learnings:	
What does TouchPoints suggest for the deployment of messaging via this channel (eg relevant mood/location/secondary activity)?	
Are there any daypart, day of week or editorial environment recommendations or restrictions?	
Is anything mandatory, or are there any specifics (e.g. station or region)?	
Measurement	
Required targets and measurables (detail outputs from outcomes, e.g. number of responses, or level of awareness or specific behaviour change that this channel can be attributed to):	Get people to think differently about ULEVs and go to site later to find out more
What specific channel tests are in place, and how will they be measured?	

What data is required for ongoing optimisation, and in what format?	
Creative, copy, format, production	
Creative materials (e.g. copy scripts or audio):	<p>30"</p> <p>Throughout this commercial, we hear some of the normal (and not so normal) questions the public have about electric vehicles.</p> <p>As we begin, we can hear the questions clearly. But as lots of questions from lots of different people keep coming, we are eventually left with a cacophony of queries.</p> <p><i>Where do you charge an electric car?</i> <i>How long does it take?</i> <i>How much does it cost?</i> <i>How far can you go on one charge?</i> <i>Can I charge it at home?</i> <i>Do I need a house with a drive?</i> <i>If I plug in my mobile phone will the car's battery run out?</i> <i>Can they go in car washes?</i> <i>Can you get an electric shock off them?</i></p> <p>Thankfully, the sound is eventually cut off by the click of a computer mouse.</p> <p>Silence.</p> <p>We then hear someone typing at a keyboard.</p> <p>And another voice.</p> <p><i>Got questions about owning an electric car?</i> <i>Plug yourself into the answers at GoUltraLow.com</i></p> 
Can you provide information regarding the tone of messaging:	informative
Copy lengths, rotation ratios and timing/weighting of activity:	30"
What is the copy response mechanism (e.g. telephone number, specific website or mailing address)?	website
Is there any community specific messaging?	NA
Additional radio specific information	
Specify the role for media owner partnerships (please specify link with other channels where appropriate):	
Is anything mandatory, or are there any specifics (e.g. station or region)?	

Publishing channel brief

Campaign – Publishing channels specifics			
Role of the channel (e.g. outputs, outcomes). Refer back to the 'Objectives and lessons learned' section above:			
Channel requirements (e.g. national, magazines, regional)	National Press Regional Press	Magazines Tablet	Specialist press Business
Total press Customer budget - stipulate (incl. VAT) or (exc. VAT)	£ 300,000		
Targeting			
Audiences to report against (specify if campaign audience, target group or buying audience 'NRS/BBS'):	ABC1 Adults 30-60		
Regionality	National		
Previous channel learnings:			
What does TouchPoints suggest for the deployment of messaging via this channel (e.g. relevant mood/location/secondary activity)?			
Press sector and mandatory titles or exclusions:	Use a mix of National ABC1 qualities as well as in market car mags What is the ratio? 70:30?		
Measurement			
Required targets and measurables (detail outputs from outcomes, e.g. number of impressions, number of responses, or level of awareness or specific behaviour change that this channel can be attributed to):	Circulation, C&F, reach		
What is the copy response mechanism (e.g. telephone number, specific website or mailing address)?	Website		
What specific channel tests are in place, and how will they be measured?			
What data is required for ongoing optimisation, and in what format?			

Creative, copy, format, production	
Creative materials (e.g. scamps/.jpegs/.pdfs):	
Creative details (e.g. format – is sizing flexible? Consider either colour or mono?):	<p>FPC</p> 
Guide for relevant editorial environment:	Front half, and anything that is relevant to ULEVs – new news articles around ULEVs, Car editorial, environmental editorial
Additional press specific information	
Specify the role for media owner partnerships (please specify link with other channels where appropriate):	
Any clashes to be aware of?	
Is anything mandatory, or are there any specifics (e.g. station or region)?	Try to be selective on title selection as [Creative Agency] has run out of repro money!

Partnerships channel brief – TBC maybe later?

Campaign – Partnership specifics					
Role of the channel (e.g. outputs, outcomes). Refer back to the 'Objectives and lessons learned' section above:					
Preferred media channels	Print	Online	Radio	TV	Cross Platform
Total partnership Customer budget - stipulate (incl. VAT) or (exc. VAT)	£				
Has this partnership already been agreed or negotiated?					
Targeting					
Audiences to report against (specify if campaign audience, target group or buying audience 'NRS/BBS'):					
Regionality					
Previous channel learnings:					
What does TouchPoints suggest for the deployment of messaging via this channel (e.g. relevant mood/location/secondary activity)?					
Any mandatory partners or exclusions:					
Measurement					
Required targets and measurables (detail outputs from outcomes, e.g. number of impressions, number of responses, or level of awareness or specific behaviour change that this channel can be attributed to):					
What is the copy response mechanism (e.g. telephone number, specific website or mailing address)?					
What specific channel tests are in place, and how will they be measured?					
What data is required for ongoing optimisation, and in what format?					

Creative, copy, format, production			
Will you use existing creative materials?			
Creative details (e.g. format – is sizing flexible? Consider either colour or mono?):			
Is this an existing partnership with content already created?			
Additional partnership specific information			
Who will be managing the partnership?	Planning agency	Creative Agency	Customer
Please provide contact details			
Any clashes to be aware of?			
Is anything mandatory, or are there any specifics (e.g. station or region)?			