



# Types Of Briefs

# Contractual brief

- This is a type of brief when a media company hires a client to complete a piece of work/project.
- They are contracted to work for the company for a certain time.
- This brief needs to be incredibly informative as the person partaking in the project doesn't normally work with the company.
- These normally include legal matters

# Contractual brief

- Advantages – incredibly informative, this makes the brief easy to work from.
- Disadvantage – There is no scope for creativity. You have to work directly from the brief and with it being so informative and detailed there is no swaying away from this.

<http://www.slideshare.net/elliottjones/contractual-brief>

# Contractual brief example

This brief is incredibly detailed and specific about what requirements should be met. These briefs tend to be very long.

**Contract Example – Contract Agreement  
Between Parties for the Design of a Web  
Site**

Version: 5

**Programme, Project and Change Management**



# Negotiated Brief

- This is a brief when two people need to meet in the middle to decide on a final brief
- The final brief will incorporate both sides of ideas
- Advantages – it allows both sides to input therefore a stronger outcome is likely. A more detailed and thought out conclusion would result in this brief
- Disadvantage – There is possibility for serious conflict to occur, both sides may disagree with one another causing issues, this is potentially very time consuming

# Negotiated brief example

## Brief I am working from - Original



Vibe is looking for someone to create a 15 second animation made out of plasticine clay.

In this animation it should

- Show a man picking a flower
- Should contain a minimum of 15 fps
- It should contain sound effects

This animation should be made by 21<sup>st</sup> January.

## Brief I am working from - Negotiated



Vibe is looking for someone to create a 5 second animation made out of plasticine clay.

In this animation it should

- Show a man picking a flower
- Should contain a minimum of 15 fps
- It should contain sound effects

This animation should be made by 21<sup>st</sup> January.

These 2 briefs slightly differ from one another. The length of the production has been discussed between the client and the employer and has been reduced from 15 seconds to 5.

# Formal

Similarly to a contractual brief, a formal brief is incredibly descriptive and to the point. It highlights all of the rules and regulations in detail in order for the client to produce the product. The brief is incredibly open only discussing details of the product. Once the brief is made the client and the company hiring the client discuss any issues with the brief and therefore come to a formal conclusion. It can not always be legally binding.

Advantage – the brief is very open meaning it is also open to ideas and negotiation, this gives the client a fair amount of leeway in the project.

Disadvantage – The fact it is not always legally binding could bring issues such as breach of contract.

# Formal brief example

- This is an extract from a formal brief. As you can see it is incredibly detailed highlighting other areas than just what needs to be achieved. This can be incredibly helpful however can be time consuming

## **Project Summary:**

EntertainXYZ is an award-winning on-air branding agency providing innovative solutions for the film and television industry. Known only to a niche community in the local industry, EntertainXYZ is seeking a redefined online presence and identity – to promote the company’s unique approach and vision to a global audience. Additionally, EntertainXYZ would like to promote additional capabilities including print and interactive identity campaigns. The existing web site is a brochure site with outdated content and client list. Immediate goals include advancing marketing and promotion of the company via the site at Promax, the industry’s major showcase tradeshow. In addition, a significant goal is to recreate the site so it is scalable and easy to update. Long-term, the EntertainXYZ site will be a tool and a resource for clients and company – with the eventual build out of a client communication area and a corporate Intranet.

## **Target Audience:**

EntertainXYZ’s target audience includes creative, studio and financial executives. These individuals are looking at the web site in order to decide who will provide the most innovative and unique solutions for their branding efforts. These individuals may have already heard of EntertainXYZ, and are looking for additional information and company background for amplification and verification. Experience, industry connections, and quality of product are important factors in the decision-making process.

EntertainXYZ’s typical web site visitor is a VP of Marketing for a high-profile



# Informal

This tends to be a verbal rather than a written brief. This isn't used as much as other types of briefs as there is a high-risk of failure due to it not being in writing.

Advantages – a lot of scope for creativity as ideas can be juggled and changed due to it not being set in stone.

Disadvantages – due to it being so casual there is more chance of failure. This is because if a company just explains to a client what needs to be done the client could forget or misunderstand. Whereas if it is in writing you can look back to see what needs to be done.

# Commission

This is when larger companies employ a smaller company to produce work/ a project for them. The independent company producing the work usually gets a cut of the royalties for producing the product.

Advantages – both sides are at an advantage, the independent company are getting paid therefore the project should be done efficiently. The larger company have the time to focus on other aspects while the smaller company produce their work.

Disadvantages – The larger company doesn't really play an active role in producing their product. This is a disadvantage as they have no say or control as to what their product looks like other than what they include in the brief.

# Commission brief example

## Stop-Motion animation

Vibe Productions wishes to commission video essays explaining the techniques and development of stop-motion animation.

You will need to present the information clearly in an edited video, with in-depth detail, interesting images and relevant video clips. Information can be provided by a narration or by having a presenter.

The final video must be uploaded to YouTube and linked to your Weebly website ready for the deadline.

### 1. You must include the following techniques

- persistence of vision
- stop-frame
- frame rates
- Movement of models

### 2. You must then show how these techniques were developed by the following people; (You must refer to a **minimum** of two people from each section just to get a pass grade

- **pioneers** eg Joseph Plateau (phenakitoscope), William Horner (zoetrope), Emile Reynaud (praxinoscope), Edward Muybridge, Edison (kinetoscope), Lumière brothers, George Pal;
- **developers**, eg Willis O'Brien, Ray Harryhausen, Jan Švankmajer, Lotte Reiniger
- **contemporary work**, eg The Brothers Quay, Tim Burton, Aardman Animations, Mikey Please

### 3. Finally, you must discuss how animation can be presented in a variety of genres and forms,

eg TV animation, channel idents, cinema, advertising, music videos

# Tender

This is when the company send out a brief and clients have to pitch their ideas to the company. The company will then choose what idea fits their brief the way they want it to.

Advantages – unlike with a commission brief a tender brief allows the company to be actively involved in the creation of their product. They are able to see a rough idea before it is created so they can decide if they like it and what changes need to be made. This allows the best possible outcome for the company.

Disadvantages – the only disadvantage to this brief is that for the other clients that pitched their ideas won't get chosen.

# Tender brief example

- <http://www.marketingmanchester.com/media/44947/filming%20tender%20brief.pdf>

This brief offers people to send in their work and they will choose a select few from however many they get sent. This brief is very descriptive giving details of the company so people who are unaware of this company can know a bit about them.

## Filming Tender Brief Marketing Manchester, Manchester@MIPIIM

### Background

MIPIIM is the world's leading real estate fair.

The city of Manchester is represented every year at MIPIIM by the Manchester at MIPIIM Partnership - a collaboration that is led predominantly by the private sector and facilitated by the public sector.

MIPIIM brings together the most influential decision makers in the property industry, taking place every March in Cannes, France. Over four days, more than nineteen thousand property leaders visit the event to view international projects, assess profitable ventures, strike deals, discover commercial real estate opportunities and seek out market information.

Manchester's activity at MIPIIM is co-ordinated by Marketing Manchester, the agency charged with promoting the city on a national and international stage.  
[www.manchesteratmipim.com](http://www.manchesteratmipim.com)

In 2013, Manchester will attend MIPIIM to further highlight the region's major forthcoming developments. MIPIIM is a perfect opportunity for new businesses to join the existing partnership and maximise the exposure for their new projects and proposals, with the support of Manchester's property and real estate community.

### PARTNERSHIP 2012

Splus Architects Ltd  
Addleshaw Goddard LLP  
AECOM  
AFL Architects  
Allied London  
Argent Estates Ltd  
Arup  
Ask Property Developments Ltd  
Barton Willmore LLP  
BDP  
Bluemantle Ltd  
Bolton Council  
Bruntwood  
Cobbetts LLP  
Drivers Jonas Deloitte  
Gateley LLP  
GVA  
Habitat Contracts

Ian Simpson Architects  
Indigo Planning  
Laing O'Rourke  
Leach Rhodes Walker Ltd  
MAG Developments  
Manchester City Council  
Manchester Medi Park Airport City  
MBLA Architects & Urbanists  
McGrigors LLP  
MediaCo Limited  
MEN Media  
MIDAS  
Nikal Ltd  
NOMA  
Overbury PLC  
Planit-IE Ltd  
Savills  
Shepherd Construction  
Siemens PLC

### Filming/Editing Requirements

We would like to offer the Manchester at MIPIIM 2013 partnership the chance to showcase themselves in the form of a short 60-90 second video which will be profiled on the Manchester Stand digital video wall. We anticipate that there will be approximately 40-50 partners. The aim would be to provide each partner the opportunity to articulate their latest projects/developments and views on the city in general through a filmed interview/talking head.

In order to facilitate the filming of up to 50 individual partners it is therefore suggested that we offer the partners the opportunity to attend a filming session on a choice of a few dates. Each final edited video should be uniform in its makeup to ensure fairness in promotion, however, how this is creatively executed lies with you – we would like the series of films to be as impactful as possible within time and budget constraints.

Once edited, the 50 individual films will be categorised to fit into the appropriate themes of the day and will be aired at set times. Delegates will also be offered the opportunity to watch the individual films again on a lap top or touchscreen through an i-player type format.

In order to sell this concept to the partnership and to ensure that they understand what the final outcome will be, we will require one film to be created in advance as a sample in addition to the final edit.

### Timeline

It is anticipated that the final partnership will be confirmed within the first few weeks of 2013. We will therefore require filming to take place over 3 days in January/early February. The 50 edited films will need to be supplied to Marketing Manchester at the end of February and will be used on the Manchester Stand at MIPIIM during the week of Monday 11<sup>th</sup> – Friday 15<sup>th</sup> March.

# Competition

This is a brief designed as a promotional poster. It won't have the detail of other briefs however there is usually a reward to be won once the deadline hits. A short outline of what to do is shown on this brief as it needs to be more about the visual aspect rather than a lot of detail. You will usually be able to find the detailed version somewhere else, e.g. on their website.

Advantages – The company can pay the winner rather than hire a professional to do the job, competitions are widely popular therefore they will most likely have a lot of applicants to choose from. This works out cheaper for the company as you only have to pay the winner you don't have to fund the entire making of the production.

# Competition brief example

Competition briefs tend to look inviting and fun, to encourage people to enter.



**AVELIFE**  
**Sustainable Art & Design Competition 2010**

\*Scape  
Level 4, Grid MMS (The Lab)  
20th Nov 2010  
3pm to 6pm

**CALL FOR ENTRIES**  
Tertiary students between 16-25 years old  
Submission by 5th NOV 2010, Friday 2300 Hours  
to [Asda2010@avelifefoundation.org](mailto:Asda2010@avelifefoundation.org)

For more information, email [Ask@avelifefoundation.org](mailto:Ask@avelifefoundation.org)  
or log onto [www.avelifefoundation.org](http://www.avelifefoundation.org)

**Prizes**  
Best of Show - \$2000 CTC Travel Vouchers and \$1000 Cash  
Second Prize - \$1200 CTC Travel Vouchers and \$600 Cash  
Third Prize - \$800 CTC Travel Vouchers and \$400 Cash

**Good Effort Prizes**  
5 groups of \$180 worth of vouchers from Fralick, Olive Ventures and Simply Living.

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