

Radio MATRIX Briefs

QUICK REFERENCE GUIDE

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COMMERCIAL RADIO
AUSTRALIA

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Overview

Welcome to the RadioMATRIX Briefing Tool!

RadioMATRIX is a world first industry wide platform that connects over 200 agencies to more than 370 stations, enabling buyers to brief all commercial radio networks and receive online proposals linked back to the brief.

RadioMATRIX Briefing tool provides the flexibility to customised individual elements of the brief and allocate individual network budgets before releasing briefs to networks.

This is your quick reference guide for Briefs. Based on ongoing increases in functionality within RadioMATRIX this guide will be regularly updated and redistributed to you via your Change Champions.

If you have any feedback or additions you would like to suggest are added to the guide, please contact us at communications@radiomatrix.com.au

We hope you enjoy the using the new Briefing tool!

Brief Flow Overview

Dashboard

Getting Started

Log in to RadioMATRIX via the homepage and navigate to Briefs



Briefs

Create New Brief

Click the *Create New Brief* button in the top left corner of the page



Brief Template

Select Brief Type

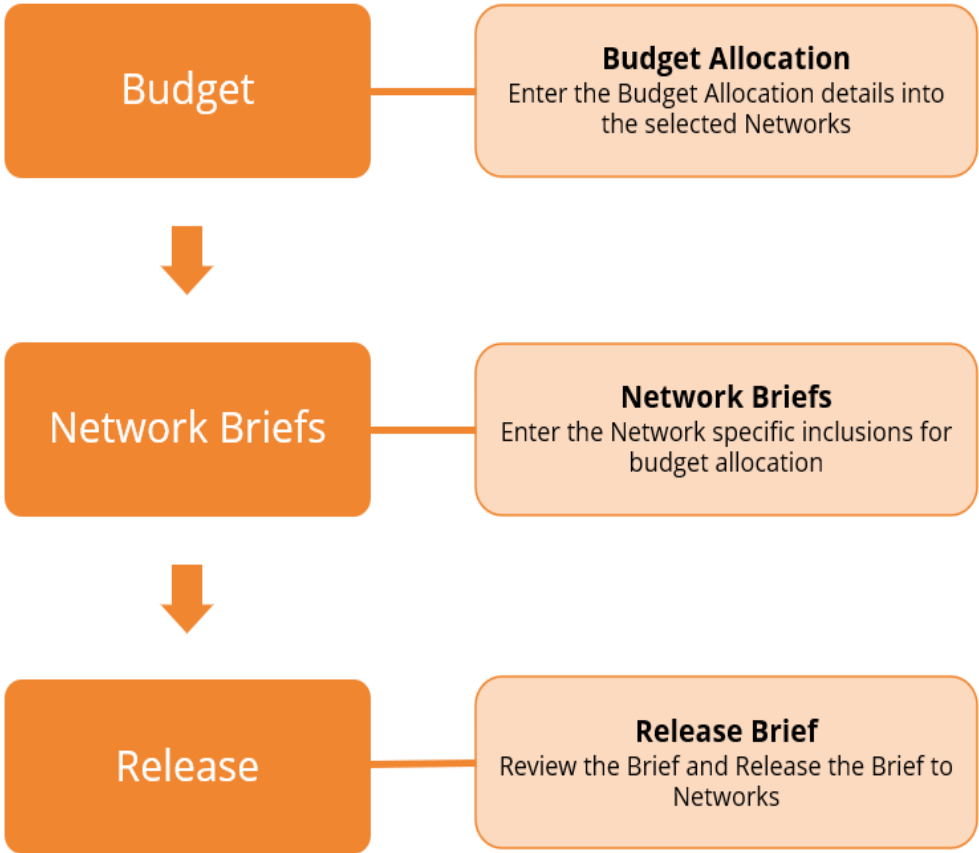
Select Brief Template from the options provided. Examples of Brief Types can be found on Page 4



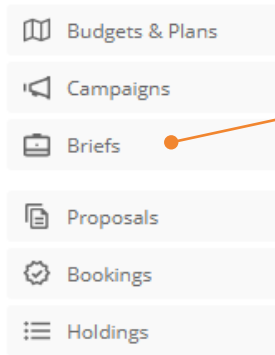
Campaign Brief

Enter Campaign Brief Details

From here you can enter all the details of your Brief, such as Campaign Details, Markets, Networks, and Inventory




Create Brief



Briefs can be accessed by clicking on **Briefs** in the left hand menu

Home / Briefs



 **Briefs**

 **CREATE NEW BRIEF**

Recent and previous Briefs can be seen here.

Click on **Create New Brief**. This will display the below pop-up screen.

To view more information on an existing Brief, click the arrow

Date	Title	Client	Campaign	
01.01.20	 The Longest Banana	ACME Bananas	Banana Audio Activations...	

Select either **Extended Brief Template** or **Standard Brief Template**.

From Client Template and **From Existing Brief** are coming soon.

CREATE A NEW BRIEF



Extended Brief Template

Comprehensive briefing template that covers complex and integrated campaigns

Select



Standard Brief Template

Default briefing template with the most common information that suits most campaigns.

Select



From Client Template

Briefing templates that are tailored to individual client needs.

Select



From Existing Brief

Use an existing brief to form the basis of a new brief.

Select

Enter information into the fields provided.

Select a client and campaign from the drop down, or by selecting Add New Client/Add New Campaign

CREATE A NEW BRIEF



Creating a new brief from a standard brief template

Check and complete relevant details below.

Client Name


Select Client

Campaign

Select Campaign

Add New Campaign

Next

When entering the budget amount, you can use the  icon to confirm this amount, or leave it unlocked to allow the Budget to be adjusted later

Creating a new brief from *selected option

Check and complete relevant details below.

Brief Name

...

Team

Select Team

Budget

\$100,000



Activation

Start

End

01.01.2020



01.06.2020



(W/C 8.11.2020)

(W/C 8.11.2020)

Create Brief

Once you have entered all the Client Information into the above fields, select the *Create Brief* button.

A pop up calendar will appear.

Set your start and end date.

Note: The end date is **inclusive**.

Brief Details

Brief Title

A basic summary of the Client information

Client Logo

CLIENT
The Biggest Banana

BOOKING AGENCY
ABC Agency

BILLING AGENCY
  123 Agency

CAMPAIGN BRIEF

BUDGET









NETWORK BRIEFS

RELEASE STATUS

Enter the specifics of your Brief under the Campaign Brief header

Brief Sections

Navigate through the different sections of your Brief by using these tabs

- Brief Details 
- Markets 
- Networks 
- Inventory 
- Production 
- Demographics 
- Response 
- Integrated Campaign 

Brief Details

Overview of the brief, these details are common to all networks receiving the brief. Attach existing documentation or include comments as required.

Booking Agency

ABC AGENCY

Billing Agency

123 Agency

Client

Client Name

Campaign

Campaign Name

Here you can preview the Brief and apply any changes.

 Apply Changes

 Preview Campaign Brief

 Team Status

Team Status provides a snapshot of your teams actions, suggestions or approvals for this Brief.

View the status of each team member by hovering over their respective icons below.


 Jim Smith (admin)



 Craig Thomasly

Out of Office



 Rebecca Johnston




 Greg Hayley



 Sarah Forester



Attach documents to the Brief using the 
Once documents are attached, they will be listed underneath the dialogue box.

Burst Details (optional)



...


Description



...

Remember that any information entered in the description is visible to all Networks that the Brief is sent out to.

For Network specific instructions, you can enter this information in Network Instructions, see page 30

-  Filename ×
-  Filename ×
-  Filename ×

Markets

Markets

Adjust market selections for this brief using the toggles below, these markets will determine the networks and stations that can be selected for the brief.

Metropolitan Markets

▶ ▼ Use the toggle button to select or remove your desired market segments

<input checked="" type="checkbox"/>	Melbourne
<input checked="" type="checkbox"/>	Brisbane
<input type="checkbox"/>	Adelaide
<input checked="" type="checkbox"/>	Hobart
<input type="checkbox"/>	Perth
<input type="checkbox"/>	Canberra

Regional Markets

Select the + sign to select / deselect any individual Regional Markets within a state.

<input type="checkbox"/>	New South Wales	0 of 36 selected	Show markets +
<input checked="" type="checkbox"/>	Victoria	14 of 16 selected	Show markets +
<input checked="" type="checkbox"/>	Queensland	28 of 30 selected	Show markets +
<input checked="" type="checkbox"/>	South Australia	11 of 11 selected (All)	Show markets +

Networks

Use the toggle switch to select your required Networks. You can select them individually or by using the *Include All* toggle at the top of the list.

Note: The default will always be on to include all Networks.

Networks

Adjust the relevant networks and associated station streams (where applicable). Please indicate whether DAB+ stations are required as part of this brief. Note: Some networks may offer DAB+ as part of their proposed offering regardless of this setting.

Include All

ARN

NINE Radio

Nova Entertainment

SCA

SEN

Sky Sports Radio

TRSN

Inventory

Click on the + button to show any added executions that have been added to your Brief.

Use the toggle switches to select your desired inventory items.

Spots Show Execution +

Live Crosses Show Execution +

Exclude Inventory items by selecting the 'X'.

Spots	Duration	Days	Sessions	Hide Execution
<input checked="" type="checkbox"/> #1	<input type="checkbox"/> Edit	<input type="checkbox"/> Edit	<input type="checkbox"/> Edit	-

+ Add Execution + Placement Requests

Click on the + button to add Duration, Days and Sessions to your Brief.



TIP: Apply changes as you go to avoid losing any information.

↻ Apply Changes

SELECT INVENTORY

Select Duration for spots

- 15 Seconds
- 30 Seconds
- 45 Seconds
- 60 Seconds

Select the duration of the spot to be played.

Select Targeting Days

- Monday
- Tuesday

Select which days are required and add in any exclusions.

Select Targeting Sessions

- Breakfast
- Morning

Select the required Session for the Brief

Production

Production

Production elements to be delivered in the campaign. Attach existing documentation or include comments as required to inform the production requirements of the brief.

Do you require production ?

Yes

No

Select if the the Brief requires production.

Production Notes (optional)



...

Demographics

Select the age range for your Campaign by using either the radio buttons or the drop down boxes. The green line below will provide a visual representation of your selection.

Select demographic age range, either by choosing your 'from' and 'to' values, or by selecting one of the presets indicated.

10+ 13+ 18+ 25+ 40+ 60+ 65+

From

To

10

+



Include the following groups within your demographic

Male Female Grocery Buyers

Demographics will default to all groups. You can toggle to either target a male or female audience, or add in Grocery Buyers.

Response

Response

Key information required for the assessment of brief responses. Attach documentation or include comments as required.

Nominate a response date and time.

Response Date

01.01.2020



Time (AEST)

9am

Key Response Success Measures

Audience

CPM

Idea

List

Use the toggle switch to identify the Key Response Success Measures of your Brief.

Key Campaign Success Measures



...

Integrated Campaigns



TIP: Integrated Campaign will only be available when you have selected Extended Brief.

Use the toggle switch to select the required Networks that will be sent the Integrated Campaign Brief.

ARN

NINE Radio

Nova Entertainment

SCA

SEN

Sky Sports Radio

TRSN

Click Apply Changes before moving onto the Budget section.

A dark grey rectangular button with a white circular arrow icon on the left and the text "Apply Changes" in white.

Brief Preview

 Apply Changes

 Preview Campaign Brief

Once all details of the Brief have been completed, you can click on Preview Campaign Brief to get an overview of your Brief.

 Team Status

Campaign Brief Preview

- Brief Details
- Budget
- Markets
- Networks
- Inventory
- Production
- Demographics
- Response
- Integrated Campaign

Navigate through the different sections of your Campaign Brief by using these tabs.

A basic summary of the client information and campaign details.

Brief Title **The Longest Banana**

Booking Agency **ABC Agency**

Billing Agency **123 Agency**

Client **ACME Bananas**

Campaign Deals

Activation Dates **Start: 01.04.2021**

End: 17.04.2021

Burst Details


Description

This is a breakdown on how the allocated budget will be spent across the different Networks

• **Budget**

Brief Budget Allocation **\$50,000** (0.00% of Campaign Budget)

Total Network Allocation **\$50,000**

ARN	Network Budget	Media Spend	Production
	\$25,000 (50.00%)	\$25,000	\$0

This will show the markets that were chosen during the Brief.

• Markets

Metropolitan Markets

Sydney

Melbourne

Regional Markets

Victoria

14 of 16 Selected

Selected

Bendigo, VIC Remote, Geelong, Gippsland Warragul, Mildura, Shepparton, Mt Buller, Warrnambool, Traralgon, Swan Hill, Wangaratta, Hamilton, Colac, Ballarat

Not Selected

Warragul, Horsham

This will show the Networks and streams that were chosen during the Brief.

• Networks

Network

Streams

ARN	KIIS	DAB+	Pure Gold	The Edge
NINE Radio	Music	News Talk	DAB+	
Nova Entertainment	Nova	News Talk	Smooth	DAB+
SCA	hit	Triple M	SCA Affiliate	

This will show the Inventory that was chosen during the Brief.

This will include the chosen spot, duration, sessions, days and placement options.

• Inventory

	Execution	Duration	Days	Sessions
Spots	#1	15 Sec	Monday Tuesday	BMAD
	#2	30 Sec	MTWTF	Breakfast
Live Reads	#1	15 Sec	Monday	Drive Time

This will show if the client will require production of the spot.

Note: If production is required, any notes added will show here.

• Production

✕ Production Not Required

This will show if the target demographic that were selected in the Brief.

• Demographics

Primary Demographics

Ages 10+



Male



Female



Grocery Buyers

This will show when the expected response should be received by the Agency.
It will also show how the success of the campaign is to be measured.

• Response

Response Date / Time

Friday 1st June, 2020 @ 9am

Key Response Success Measures

CPM

This will show which Networks have been sent an Integrated Campaign Brief.

• Integrated Campaign

Networks Selected

Nine Radio

Nova Entertainment

Budget

This panel shows the status of the Brief budget and the overall campaign budget including if there is more than one Brief in the campaign.

The green tick indicated that the budget is under the total amount allocated. If there is a red alert, you have gone over budget

Brief Budget

\$50,000

Network Allocation

✔ \$50,000










Budget Management ?

Brief Budget Allocation

\$50,000 

Each Network nominated in the Brief will have a line showing the allocated percentage and dollar amount for the campaign.

These can be adjusted or locked by clicking on the  icon.

Selected Networks 	Network Budget Allocation		Spend Totals	
	Percentage	Dollar Value	Media Spend	Production
ARN	50.00% 	\$25,000 	\$25,000	\$0
NINE Radio	40.00% 	\$20,000 	\$20,000	\$0
Nova Entertainment	4.00% 	\$2,000 	\$2,000	\$0
SCA	6.00% 	\$3,000 	\$3,000	\$0
Network Totals	100.00%	\$50,000	\$50,000	\$0

Network Briefs

View overall Network progress summary on this page.

Progress Summary



You can tell by the symbols how far through the process the Brief is. A summary of the Icons can be found on page 34

View individual Networks progress summary on this page.

Network Summary



Altering individual Networks

Expanding the segment next to any of the below Networks Selected will ensure that any alterations you make will only impact that individual Network. Any changes you make while working in the expanded section will not be visible to other Networks you are Briefing

Networks Selected

ARN



To view a specific Network Brief, click on the + symbol next to the Network name

- Budget Allocation
- Stations
- Inventory
- Network Instructions

Navigate through the different sections of the individual Network Brief by using these tabs

NINE Radio



Review the budget for the Network and add in Network Budget Options information

Budget Allocation

Network specific inclusions for budget allocation, station selection, inventory, integrated campaigns and instructional notes for distribution of the brief.

Percentage	Dollar Value	Media Spend	Production
14.29%	\$1,429	\$1,429	\$0

Network Budget Options



Any information entered in this section will only be sent to the chosen Network

On this screen you are able to edit the stations for your chosen Network

ARN

Stations

Network specific stations selection across streams and individual stations (including DAB+). Deselect stations that you do not want included in the brief.

Select, display or hide relevant streams and / or DAB+ options below.

DAB+ KIIS Pure Gold The Edge







Metropolitan Markets



<input checked="" type="checkbox"/>	Sydney	Hide stations —
<input checked="" type="checkbox"/>	Edge 96.1	The Edge
<input checked="" type="checkbox"/>	KIIS 1065	KIIS
<input checked="" type="checkbox"/>	KIIS1065.90s	DAB+
<input checked="" type="checkbox"/>	WSFM 101.7	Pure Gold
<input checked="" type="checkbox"/>	WSFM80s	Pure Gold

Review the Network Inventory selections that were selected earlier in the Brief. Any Inventory items changed on this screen will only affect the chosen Network.

Inventory

Network Specific inclusions/exclusions regarding inventory to be included in the brief.

  Spots		Show Execution 	
Execution	Duration	Days	Sessions
 #2	<ul style="list-style-type: none">15 Sec	<ul style="list-style-type: none">MondayTuesday ExcludeWednesday	<ul style="list-style-type: none">BMAD
 #3	<ul style="list-style-type: none">30 Sec15 Sec	<ul style="list-style-type: none">MTWTF	<ul style="list-style-type: none">Breakfast
 #1	<ul style="list-style-type: none">Edit	<ul style="list-style-type: none">Edit	<ul style="list-style-type: none">Edit

 Add Execution  Placement Requests

Integrated Campaign

Complex campaigns that require precise and/or differentiated messaging and techniques to be integrated with a traditional broadcast campaign. Integrated campaigns can be replicated and then tailored to suit each network reducing re-entry. Attach documentation or include comments as required.

Will this be a unique integrated campaign, or would you like to replicate the content to other networks, as indicated below ?

Replicate for other networks

Complex campaigns can be replicated and tailored to suit each Network reducing re-entry.

Copy for: Nine Radio The Radio Sales Network

If a pre-existing promotion exists, please provide details of this below.

Pre-existing promotion details (optional)



...

Additional Promotion Details

Where is the brand now?



...

Here you can add specific instructions for the displayed Network, if required.

Network Instructions

Option to enter any network specific instructions regarding any aspect of the brief or reminders of off-line conversations and meetings.

Any information entered in this section will only be sent to the chosen Network

General notes



...

Production notes



...

Here you can locate any notes that have been added during the Brief

Network Additions

Markets & Stations (10.02.2020 11.15am)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec pharetra nibh ut ligula blandit, nec pretium augue tincidunt. Aenean mauris mauris, tincidunt dapibus rutrum ac, condimentum id ante. Morbi id nunc nisi. Donec mollis ipsum felis, sed rhoncus urna accumsan non. Vestibulum eget rutrum nisl.

Inventory (10.02.2020 11.15am)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec pharetra nibh ut ligula blandit, nec pretium augue tincidunt. Aenean mauris mauris, tincidunt dapibus rutrum ac, condimentum id ante. Morbi id nunc nisi. Donec mollis ipsum felis, sed rhoncus urna accumsan non. Vestibulum eget rutrum nisl.

Budget (10.02.2020 11.15am)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec pharetra nibh ut ligula blandit, nec pretium augue tincidunt. Aenean mauris mauris, tincidunt dapibus rutrum ac, condimentum id ante. Morbi id nunc nisi. Donec mollis ipsum felis, sed rhoncus urna accumsan non. Vestibulum eget rutrum nisl.



Release Status

Use the toggle buttons to select which of your selected Networks the Brief is ready to be released to. You can select one or all of your Briefs to be released at the same time.

Release Status


Release brief to networks

Add any additional comments as required. Releasing the brief makes it available for the relevant network client sales team to review, make comments and accept the brief. Once the network has acknowledged the brief you will receive a notification receipt in RadioMATRIX.

Networks	Preview	Status	Send
• ARN		... Not Sent	<input checked="" type="checkbox"/>
Comments			
<div style="border: 1px solid #ccc; height: 150px; width: 100%;"></div>			
• NINE Radio		... Not Sent	<input type="checkbox"/>

Updating A Brief

If any changes are made to the Brief, you will need to make sure that you release the Brief to the Network again, so that they get the updates

Networks	Preview	Status	Send
• Nine Radio		... Sent	<input checked="" type="checkbox"/>

Comments

...

Icons

There are a number of icons used within the RadioMATRIX Briefing Tool which have specific meaning depending on their location within the tool.

Primary left hand navigation



Plans



Campaigns



Briefs



Proposals



Bookings



Reports



Tools

Selection process

Selected



Not Selected



Excluded



Some Selected (applicable if subgroups exist)



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