Radio MATRIX

Receiving & Accepting Briefs

QUICK REFERENCE GUIDE

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Contents

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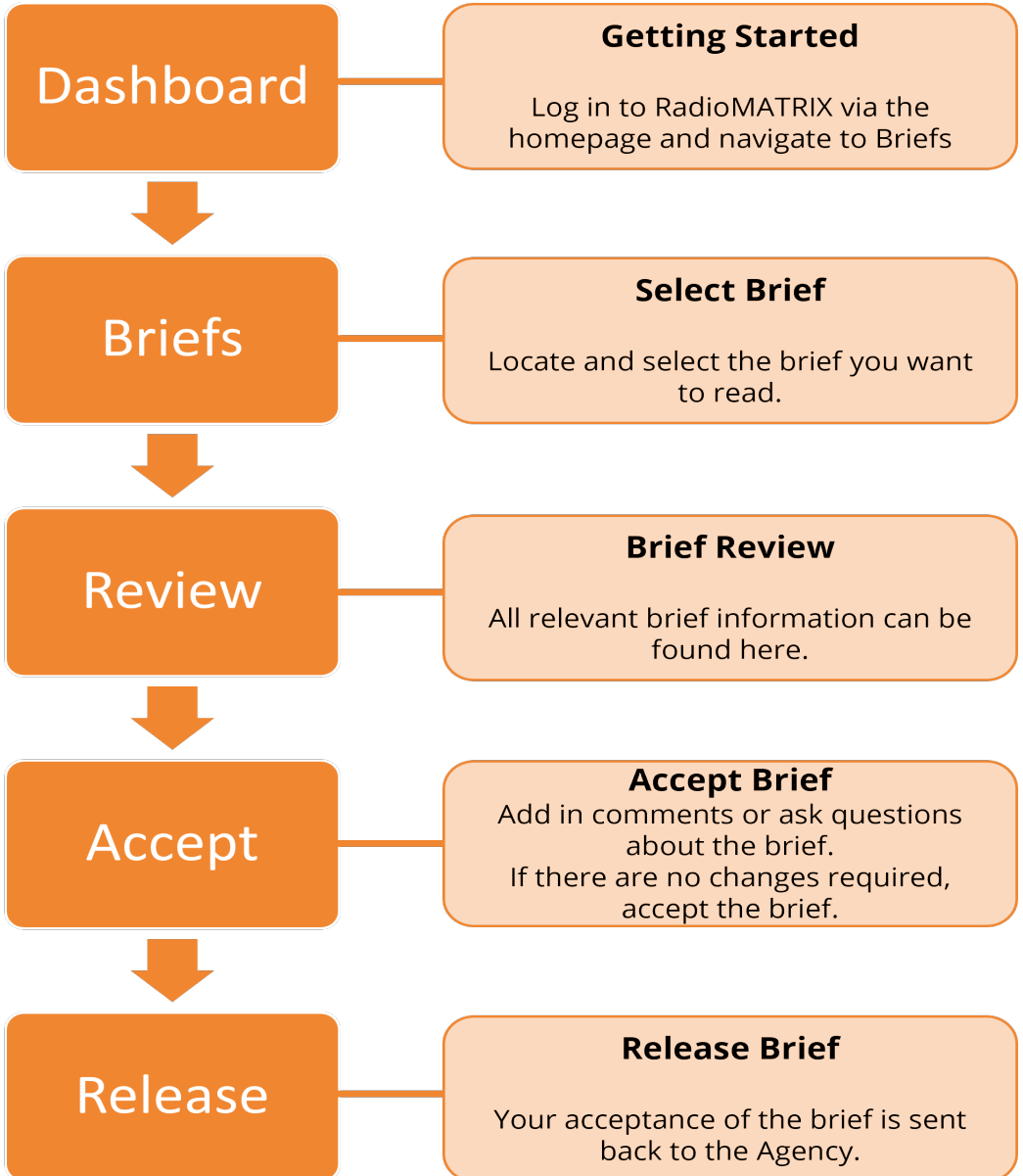
RadioMATRIX Briefing tool provides the flexibility to customised individual elements of the brief and allocate individual network budgets before releasing briefs to networks.

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

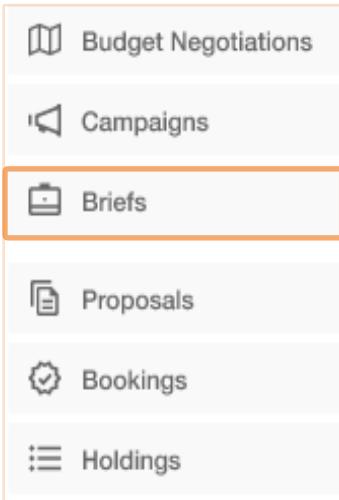We hope you enjoy the using the new Briefing tool!

Brief Flow

Dashboard

Getting Started

Log in to RadioMATRIX via the homepage and navigate to Briefs

Briefs

Select Brief

Locate and select the brief you want to read.

Review

Brief Review

All relevant brief information can be found here.

Accept

Accept Brief
Add in comments or ask questions about the brief.
If there are no changes required, accept the brief.

Release

Release Brief

Your acceptance of the brief is sent back to the Agency.

Radio MATRIX

Select Brief

Briefs

Recent and previous briefs can be seen here

New notifications show up here in real-time.

| Budget Negotiations |
| Campaigns |
| **Briefs** |
| Proposals |
| Bookings |
| Holdings |

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

Date	Client	Campaign	
20.10.2020	ACME Bananas	The Longest Banana	→

Select to view the brief

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Review

The brief can be reviewed through the Brief Review tab

BRIEF REVIEW　　　　BRIEF ACCEPTANCE　　　　PROPOSAL

The brief is seperated into 3 sections.

Brief Review - read the brief and get familar with the details.

Brief Acceptance -accept the brief and provide the Agency with notification that you will be progressing with the brief.

Proposal - respond to the brief with a detailed proposal.

We will start with brief review.

Brief Sections

- Network Instructions

- Brief Details

- Markets & Stations

- Inventory

- Production

- Demographics

- Response

- Integrated Campaign

You can navigate through the different sections of the brief by using these headings.

Insturctions and Brief Details

Instructions from the agency that give an outline of what is required

• Network Instructions

Network Instructions	Please use the existing agreed rates until new rates are confirmed. Please provide as an .aes file.

Overview of the Brief Details

• Brief Details

Brief Title	My Banana Split
Booking Agency	RadioMATRIX Testing
Billing Agency	RadioMATRIX Testing
Client	ACME Bananas
Campaign	The Longest Banana
Activation Dates	**Start: 6.12.2021** **End: 19.01.2022**
Burst Details	This campaign will have 3 x 2 week bursts separated by 2 weeks
Description	ACME Bananas have an upcoming campaign in Dec - Jan which they would like to support with radio. We are looking to run radio to support this and drive people to the website for recipes and cooking tips.
Client Website	www.mybananasplit.com.au

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Budget, Markets & Stations

Budget will show you your allocated budget for the brief, as well as any instructions for different options required

• Budget		
Network Budget	**Media Spend**	**Production**
$25,000	$25,000	$0

Network Budget Options	Please provide a 100% and a 80% option. Note: This is a competitive brief - you have 25% of the budget share. Please include 20% active international.

A list of the preferred and non preferred stations to be included in this campaign.

• Markets & Stations	

Metropolitan Stations	**Station Preferences**
Sydney	4 of 5 Selected
	Selected WSFM80s, WSFM 101.7, KIIS 1065, Edge 96.1
	Not Selected KIIS1065.90s

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Inventory & Production

A list of activities the agency has requested for this brief, along with the preferred duration, targeting sessions and days, along with any comments left by the agency

• Inventory	
Spots	
Live Reads	
Sponsorships	
Social	
Web Activity	
Duration for Spots	
15 Seconds	
Comments	15 sec Mon - Thurs Breakfast 30 sec Fri - Drive

If there are any additional production elements requested for this brief, they will be provided here.

More detailed production requirements may be provided via an attachment.

• Production	
✓ Production Required	
Production Notes (optional)	Please see production notes attached

W Production Brief...

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Demographics & Response

Demographics includes key information around age and gender demographics, along with details on any Reach & Frequency or Target requirements.

• Demographics

Primary Demographics

Ages From 18 to 54   ✓   **Male**   ✓   **Female**   ✓   **Grocery Buyers**

Additional Demographics / Comments	Parents with kids under 5, stay at home parents
R & F Priority / Target	3+ Females aged 25-54 and 2+ Males aged 25-54

This section includes details on when the agency require a response, as well as who from the agency team is involved in this brief, and any additional Key Success Measures that need to be considered when responding with a proposal.

• Response

Response Date / Time

Monday 22 November, 2021 @ 3pm

Key Response Success Measures

CPM

Who is involved in the pitch?	Rebecca, Sophie and Ray
Key Campaign Success Measures	See attached

     📄 KSM Detail.docx

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Intergrated Campaign

Agency teams have the option of including an additional section in to the brief for complex or creative briefs, details of which can be found under Integrated Campaign.

This section will provide you with detailed background information, market intelligence and campaign insights to help you build a more robust response to the brief.

• Integrated Campaign

Where is the brand now?	This campaign launched in 2019 – it's a message to all Australian to get moving and eat better. The campaign is specifically aimed at adults with children aged 0-18 years.
What are the goals of the brand?	A 1% increase in the percentage of the population > 15 years meeting Australian Department Healthy Eating Guidelines. Overall targets are to have an increase of 204,000 Australians aged 15 or more meeting current healthy eating guidelines for their age group.
What does the brand want their customers to think about the brand?	ACME Bananas are helping to encourage healthier eating in Australian kids.
How does the brand want their customer to respond to this campaign?	Boost traffic to the brands website to access resources on healthy eating and suggested activities to get kids moving more.
Market Intelligence: Is there insight about the potential or existing customers of the brand that we should be aware of?	We want to connect with parents, not the kids necessarily to spread this message.
What is the role of audio in the campaign?	Building awareness of the current campaign.

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Accept Brief

Use the Brief Acceptance tab to accept the brief, and to make comments.

BRIEF REVIEW   **BRIEF ACCEPTANCE**   PROPOSAL

Brief Acceptance

Here you can accept the brief and provide supplemental information back to the agency. On acceptance of a brief the agency will receive a notification. The brief can also be distributed directly to your sales teams via PDF.

Export Options

Print to PDF   Print the brief to PDF

Accept Brief   Use the toggle switch to confirm you are accepting the brief

Comments   Add in any comments that you may have regarding the brief

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Confirm & Send

Select **Confirm & Send**.

Brief Status

There are a number of different status that the Brief will be in when you look at it on your Dashboard

New — A brand new brief that was sent to the network

Updated — *Updated* indicates that the agency have sent through some changes to the original brief

In Review — The brief has been opened but has not yet been accepted

In Proposal — The brief has been responded to with a proposal

Accepted — The brief has been accepted but no proposal has been sent back to the agency yet

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Navigation

Primary left hand navigation

🗺 Budgets & Plans	Develop and maintain client budgets and plans
📢 Campaigns	Manage multiple briefs for one campaign
🗂 Briefs	Acces the Briefs dashbaord to view recent and previous briefs
📑 Proposals	Acces the Proposals dashbaord to view recent and previous proposals
✅ Bookings	Acces the Bookings dashbaord to view recent and previous booking requests
☰ Holdings	Allows you to identify and resolve any booking problems before the spots go to air
📉 Reports	Allows you to compare sales or planning team performances
⚙ Tools	Allows you to view the Client Teams you are currently in and allows you to add yourself into new Client Teams

Note: Budgets & Plans, Campaigns, Holdings and Reports are still in development and are currently not available to use.

Selection process

Selected	Not Selected	Excluded

Some Selected (applicable if subgroups exist)

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