

Digital Marketing Brief – MKTG6015 Digital & Social Media Marketing

Client	Campaign
Unruly ANZ/Nando's	PERI-perks
Budget	Any relevant URLs
\$1 million	https://www.nandos.com.au/
Geography	
Australia	

Key Information

Target Audience
<p><i>Who is the primary (and secondary, if relevant) audience you want to reach?</i></p> <p>People 18-39 young at heart!</p>
Primary objective
<p><i>What do you want to achieve?</i></p> <p>Brand awareness and acquisition</p>
Targets
<p><i>What does success look like? What specific metrics are you expecting in terms of overall applications/registrations and how many are you expecting the campaign to deliver?</i></p> <p>-Brand awareness (50% focus): Uplift in people being aware of the campaign -Acquisition (50% focus): 30K new registered members.</p>

Supporting details

Campaign background and overview
<p><i>Overview of the campaign, what you want to achieve, why it's in market, what you'll be promoting</i></p> <p>Problem: Consumers perceive PERI-Perks as just another loyalty program that promises the world and doesn't deliver tangible benefits that are relevant.</p>

Solution: We want to change this perception and create 'FOMO'. The idea is to build a 'must join' program with quirky yet highly aspirational content that 'surprises and delights' members. This content should drive members to spend in restaurant, earn points and feel genuinely rewarded with a range of redemption 'prizes' that are **not available anywhere else**, this will be created via a partnership with a digital partner who can provide prizes and stage events for PERi-Perks.

Key dates

What key milestones should we be aware of?

Campaign: August - Dec 2019, launch and maintenance

Business problem you're trying to solve?

What issue or problem are you trying to address through the campaign and why digital media is the best way to achieve this?

Consumers perceive PERi-Perks as just another loyalty program that promises the world and doesn't deliver tangible benefits that are relevant.

Single most important thing we want people to remember about brand or product

What's the number one thing you want people to remember?

Nandos is "THE CHOICE" for 18-39 when it comes to quality fast food.

Market background and competitive context

What other insights do you have which can help build a picture of the market, audience or competitor activity?

Fast food market is highly competitive landscape and big players such as KFC, MacDonald's, Subway, Hungry Jacks have significant budgets vs Nandos.

Channels and publishers

Are there specific channels and/or publishers you would like to target?

Media mix modellings ie keen to see all relevant publishers who our target audience consume

Creative assets and messaging

Are there existing assets you want to use, would you need to create new ones or would you prefer a recommendation?

Use the current assets ie display, social post, video (6 seconds, 15 seconds, 30 seconds), full page print ads

Output

Deliverables out of brief

What do you like to see as part of the response?

No need for a full recommendation – Concentrate on:

1. The problems and opportunity
2. What do we need to achieve through media
3. Audience analysis and trends
4. An idea of the media channels that would best reach our audience
5. Any use of AI (data) & machine learning (optimisation) to drive any of the 2 objectives will get additional points