

# Radio MATRIX

## Receiving & Accepting Briefs QUICK REFERENCE GUIDE

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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.

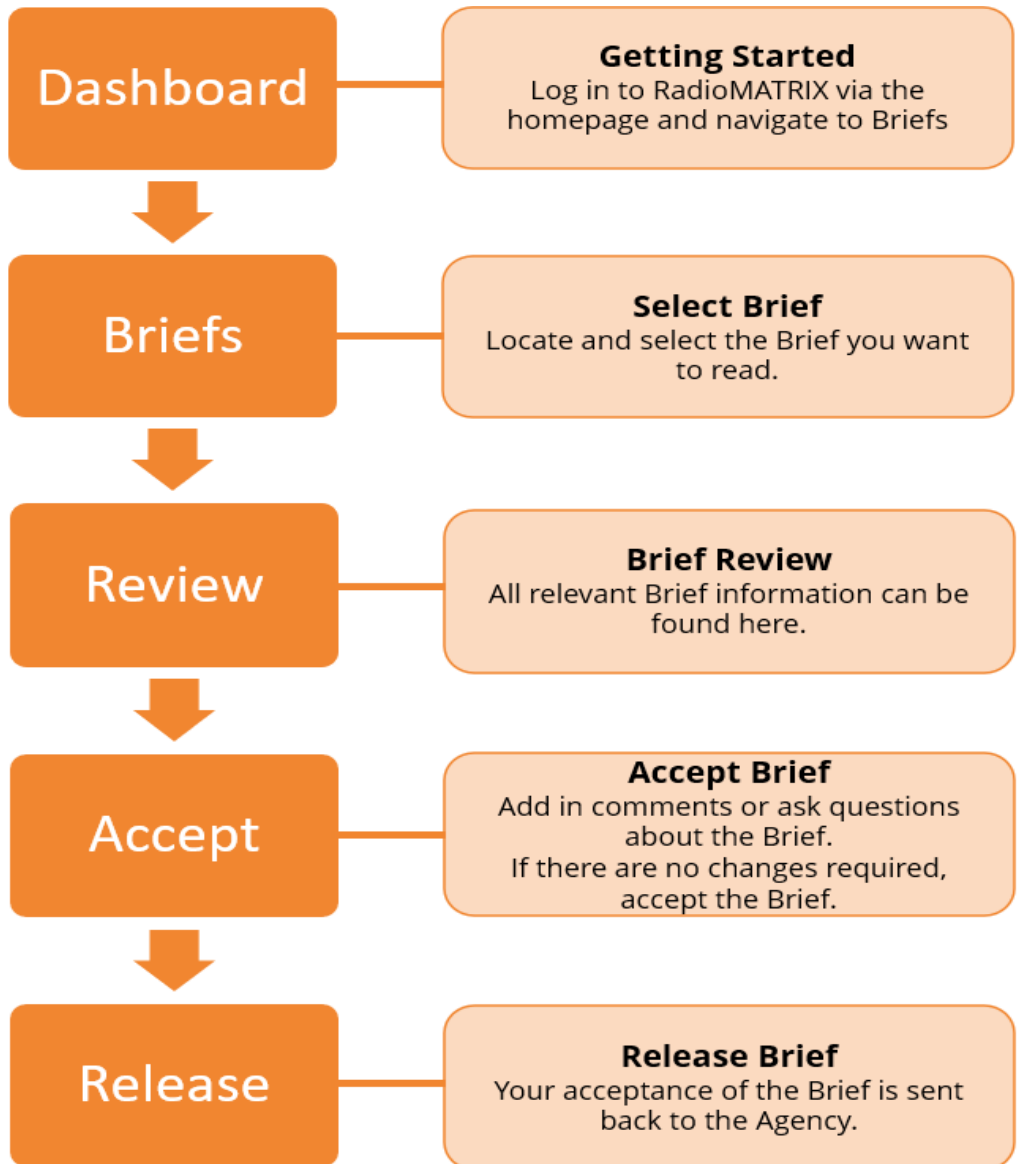
RadioMATRIX Briefing tool provides the flexibility to customised individual elements of the brief and allocate individual network budgets before releasing briefs to networks.

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.

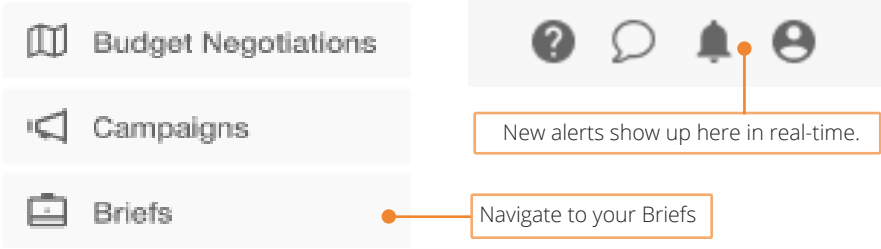
If you have any feedback or additions you would like to suggest are added to the guide, please contact us at [communications@radiomatrix.com.au](mailto:communications@radiomatrix.com.au)

We hope you enjoy the using the new Briefing tool!

# Brief Flow



# Select Brief



Budget Negotiations

Campaigns

Briefs

Navigation icons: Help (?), Chat, Alerts (bell), Profile (person)

New alerts show up here in real-time.

Navigate to your Briefs

You can choose to filter your Briefs for easier viewing.

## Recent Briefs

Set Date Range

Date Submitted ▼ Last 30 days ▼ 01.01.2020 [calendar icon] 01.06.2020 [calendar icon]

Date	Client	Campaign	Select to view the Brief.
20.10.2020	ACME Bananas	Banana Audio Activations FY2021	→

# Review

The Brief can be reviewed through the Brief Review tab

**BRIEF REVIEW**

**BRIEF ACCEPTANCE**

**PROPOSAL**

## Brief Sections

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

- Network Instructions
- Brief Details
- Markets & Stations
- Inventory
- Production
- Demographics
- Response
- Integrated Campaign

Instructions from the Agency that give the Networks an outline of what is required

### • Network Instructions

#### General Notes

Networks are to provide 2 proposal options representing 100% of the budget amount and 75% of the budget amount. The proposals should be submitted via RadioMATRIX for ABC Booking Agency no later than 07/08/2020.

 Filename

 Filename

# Accept Brief

Use this tab to accept the Brief, and to ask questions or 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

 Export to PDF

Export the Brief to PDF



Accept Brief

Use the toggle switch to confirm that the Brief has been accepted.

### Comments

Add in any comments or questions that you may have regarding the Brief



...

 Confirm & Send

Select **Confirm & Send**.

# Brief Status

There are many different Statuses that the Brief will be in when you look at it on your Dashboard

**New**

This is a brand new Brief that was sent to the Network

**Updated**

This is an existing Brief that has been updated by the Agency

**In Review**

This means that the Brief has been opened and is being looked at by you

**In Proposal**

This means that a Proposal has been sent to the Agency

**Accepted**

This means that the Brief has been accepted by both the Agency and Network



# 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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