Radio MATRIX

Briefs

QUICK REFERENCE GUIDE

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Version 4.4

RadioMATRIX

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RadioMATRIX

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.

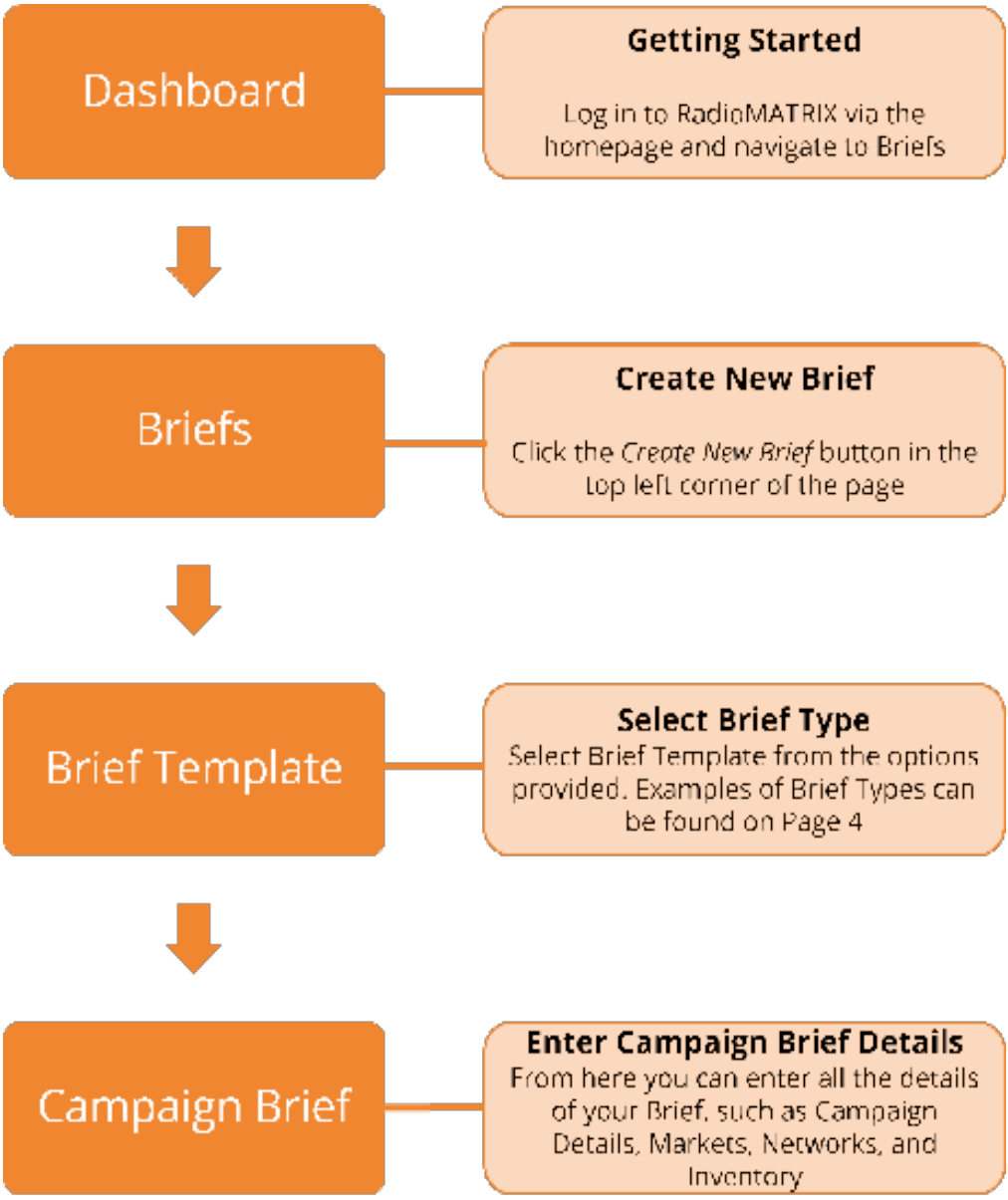
RadioMATRIX Briefing tool provides the flexibility to customised individual elements of the brief and allocate individual network budgets before releasing briefs to networks.

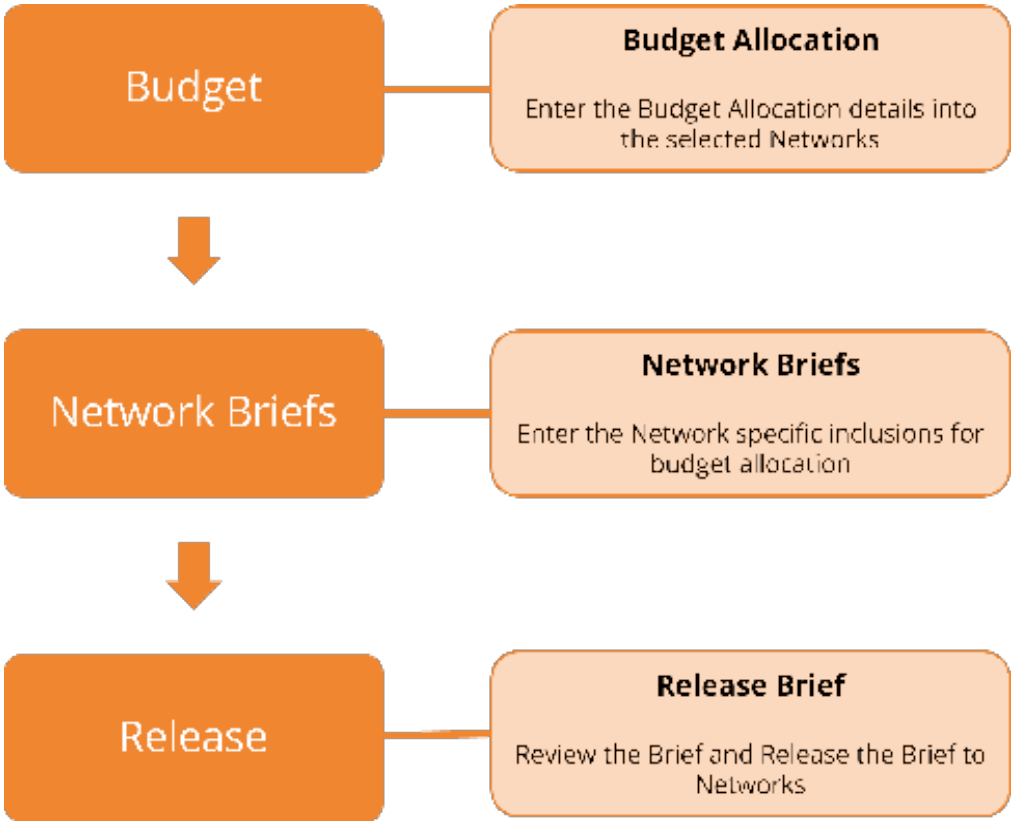
This is your quick reference guide for Briefs. Based on ongoing increases in functionality within RadioMATRIX this guide will be regularly updated and redistributed to you via your Change Champions.

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

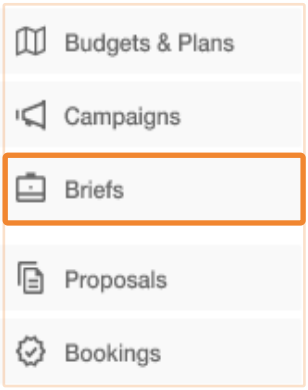
We hope you enjoy the using the new Briefing tool!

Brief Flow Overview




Budget
Budget Allocation
Enter the Budget Allocation details into the selected Networks
Network Briefs
Network Briefs
Enter the Network specific inclusions for budget allocation
Release
Release Brief
Review the Brief and Release the Brief to Networks

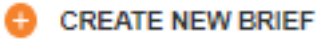
Brief Dashboard



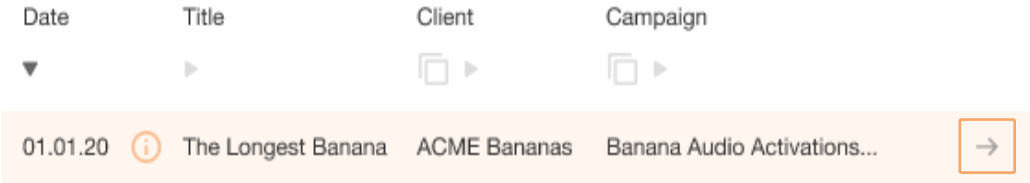
New alerts show up here in real-time.

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

Your dashboard will display your currently active briefs



Click on Create New Brief.
This will display a pop-up screen.

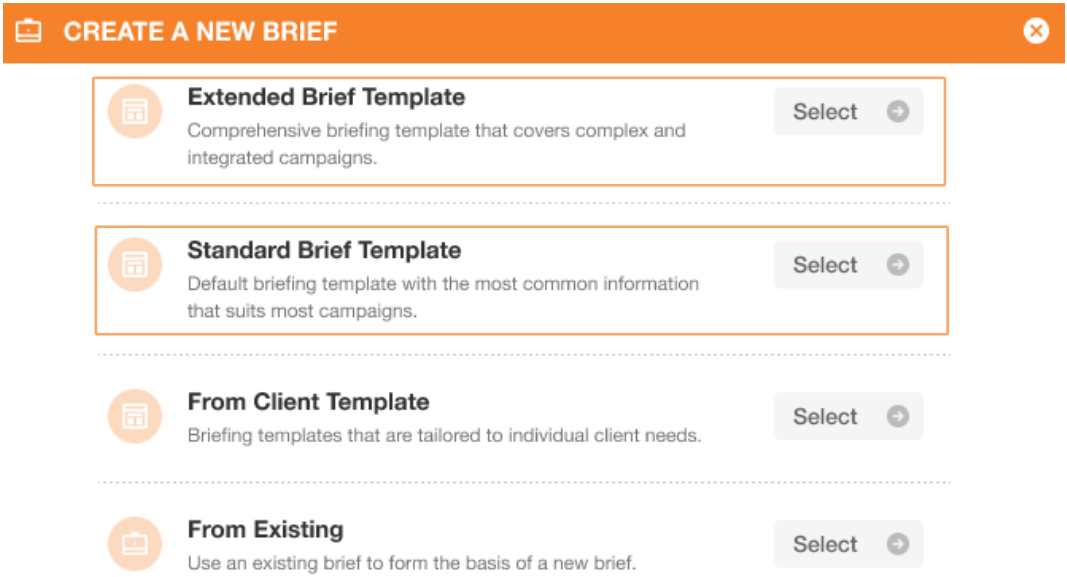


Select the arrow to view more information on an existing brief
See page 18 for existing brief information

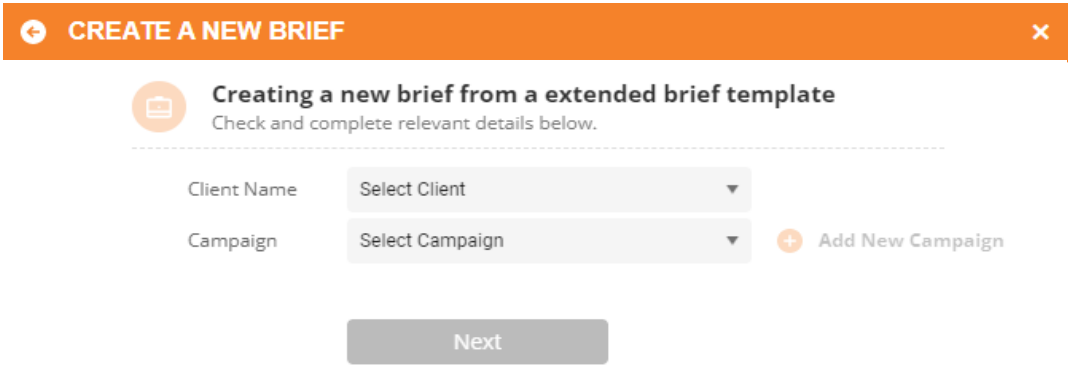
Create Brief

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

Note: From Client Template and From Existing Brief are coming soon.

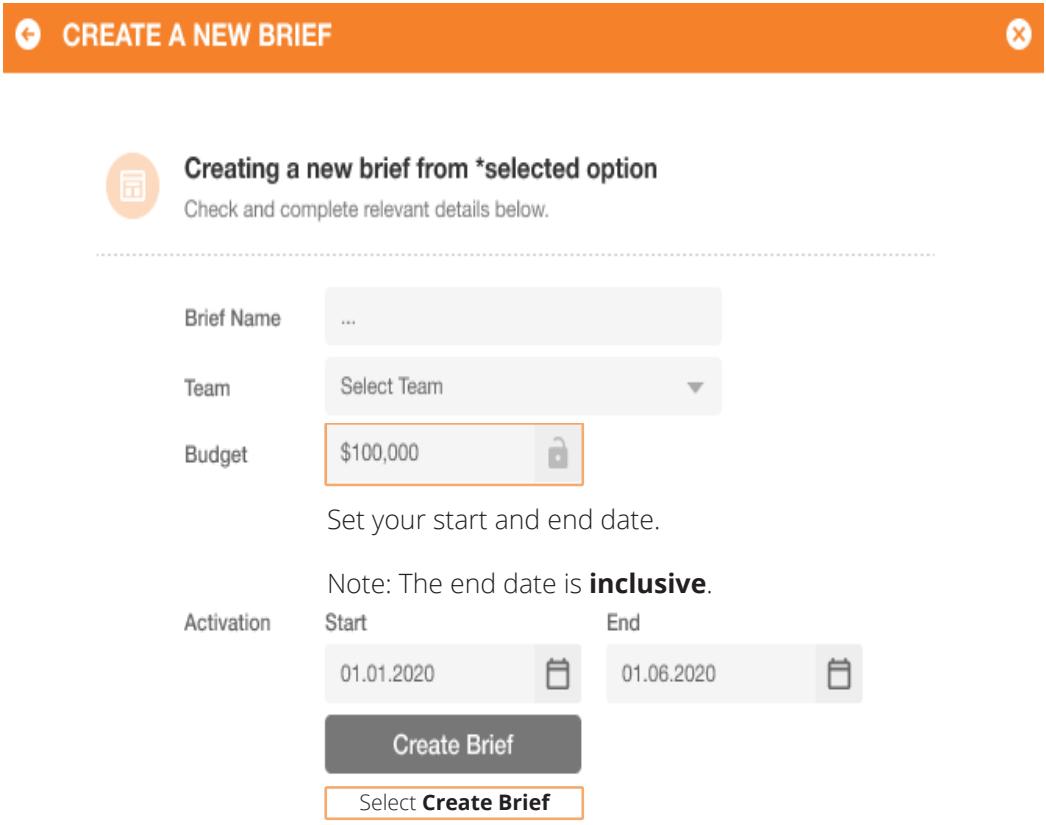


Select a client and campaign from the drop down, or by selecting **Add New Client/Add New Campaign**



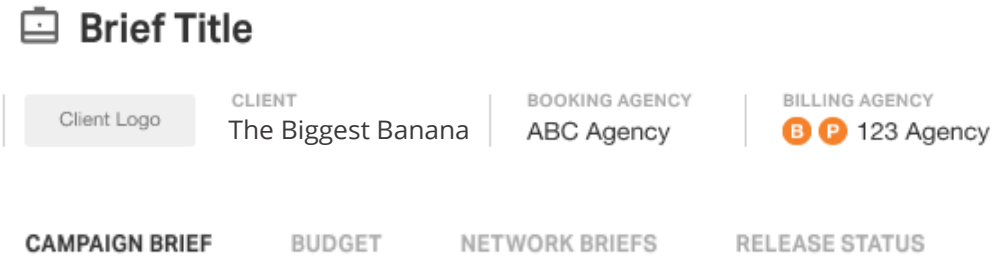
Budget

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



Campaign Brief

A basic summary of the client information



The brief is seperated into 4 tabs.

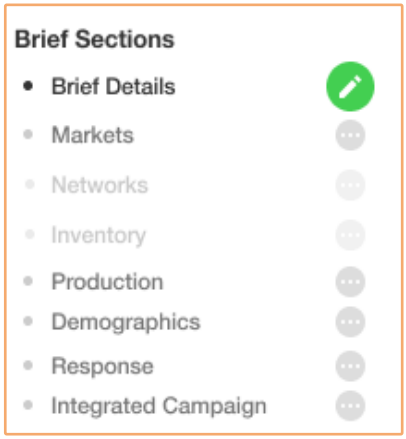
Campaign Brief - enter the details of your brief.

Budget - enter the budget for the individual networks.

Network Briefs - enter network specific details.

Release Status - release the brief to selected networks.

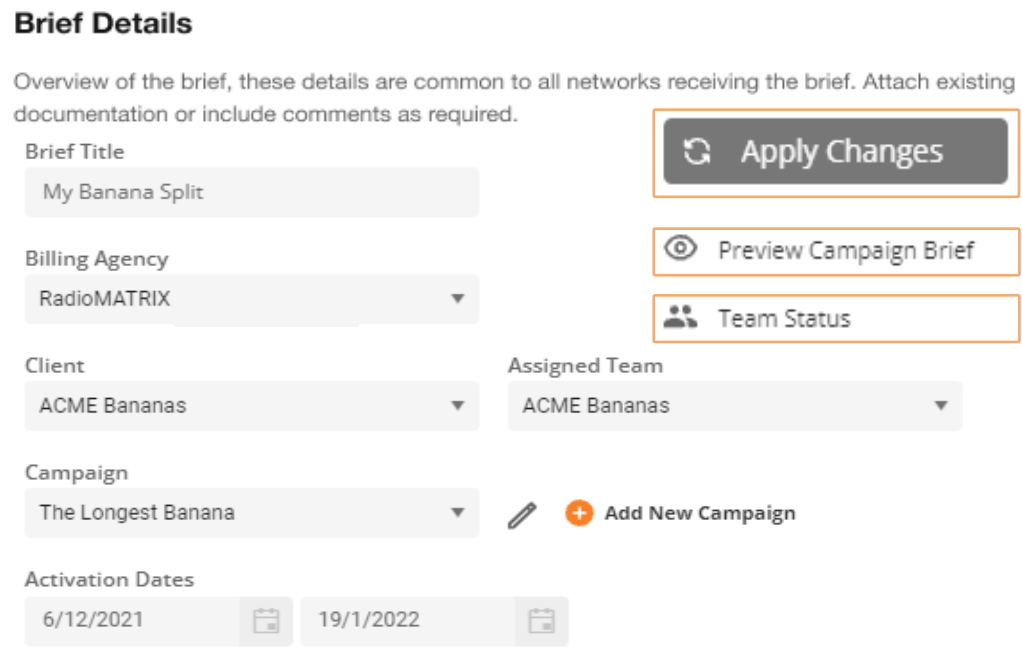
We will start with Campaign Brief.



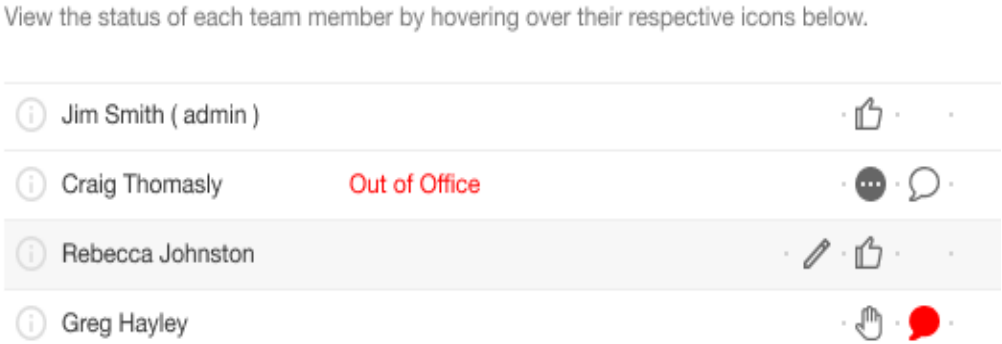
Navigate through the different sections of your brief by using these section headings

Brief Details

The first section will display the information you entered when starting the brief



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



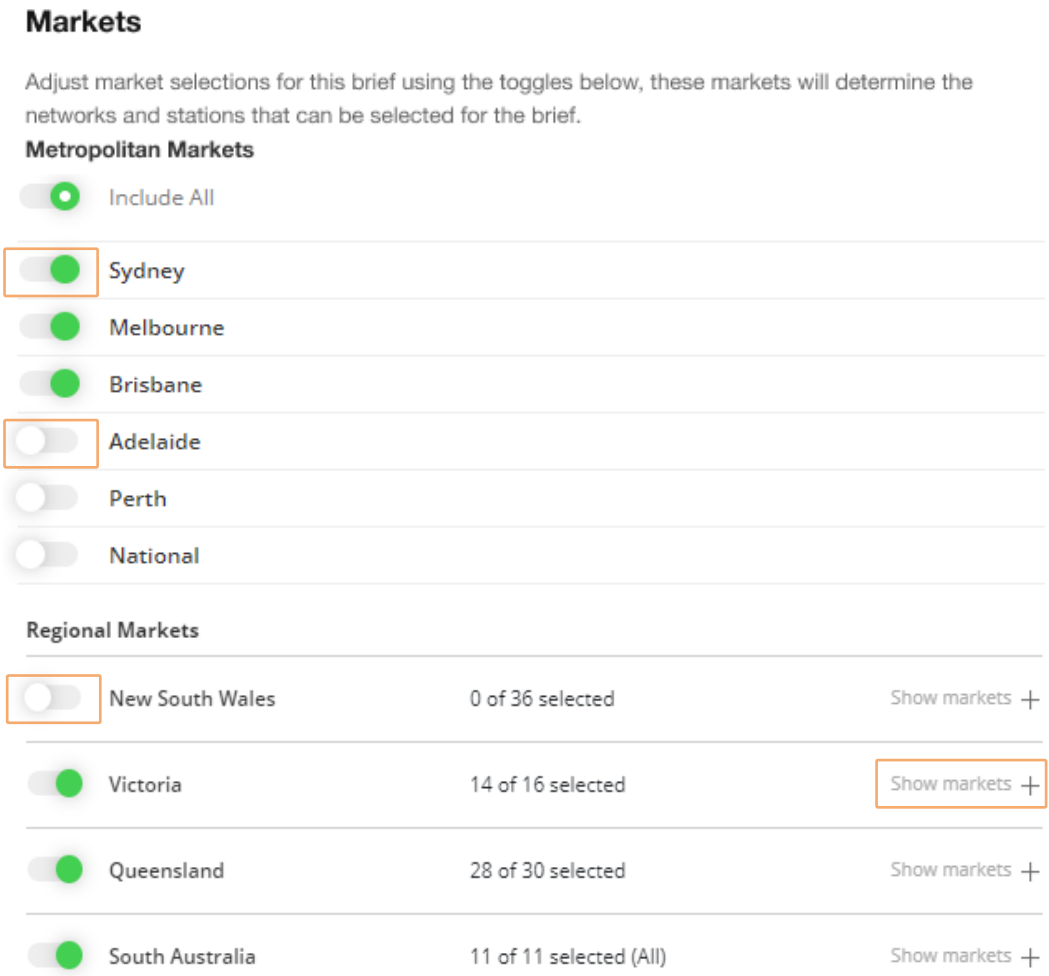
Enter your burst details and a description of your campaign.
For more detailed descriptions, you can use the attachment button.
Once documents are attached, they will be listed underneath the dialogue box.

Note: any information entered in the descrpition will be visiable to all networks that the brief is sent out to.

For network specific instrucions, you can enter this information in Network Instructions, see page 31

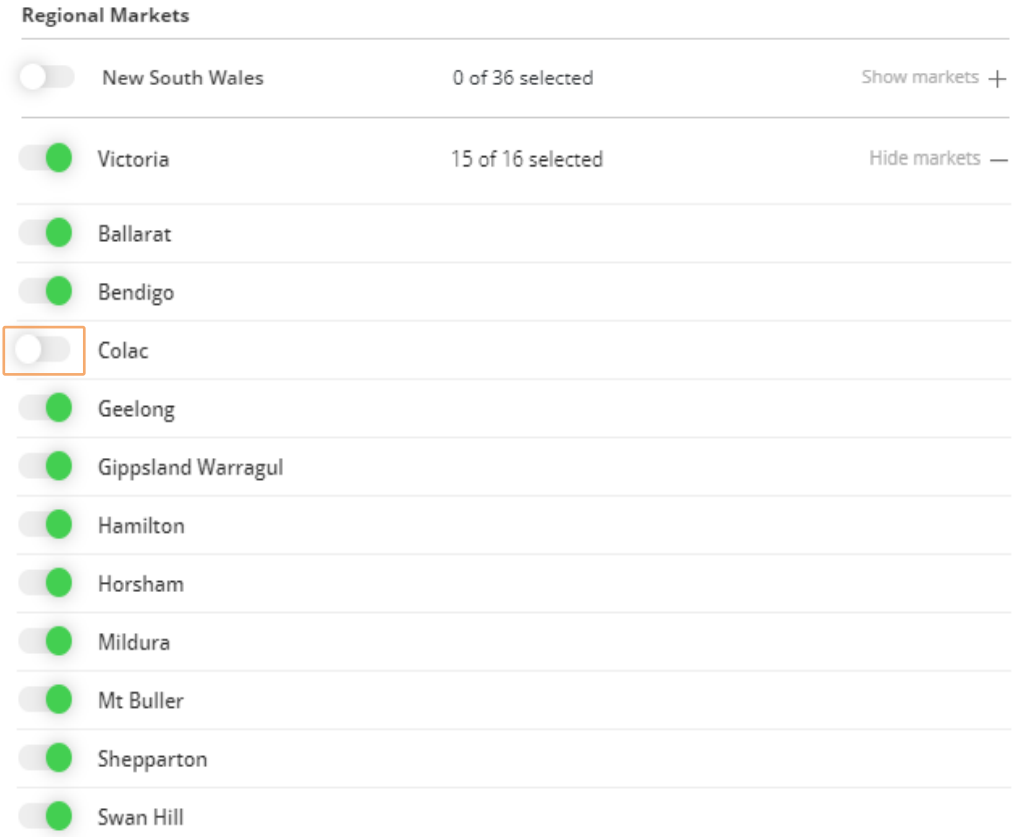
Markets

Markets are split between regional and metro.
You can use the toggle button to select or remove your desired metro and regional markets



Select Show Markets + button to display individual Regional Markets within a state.

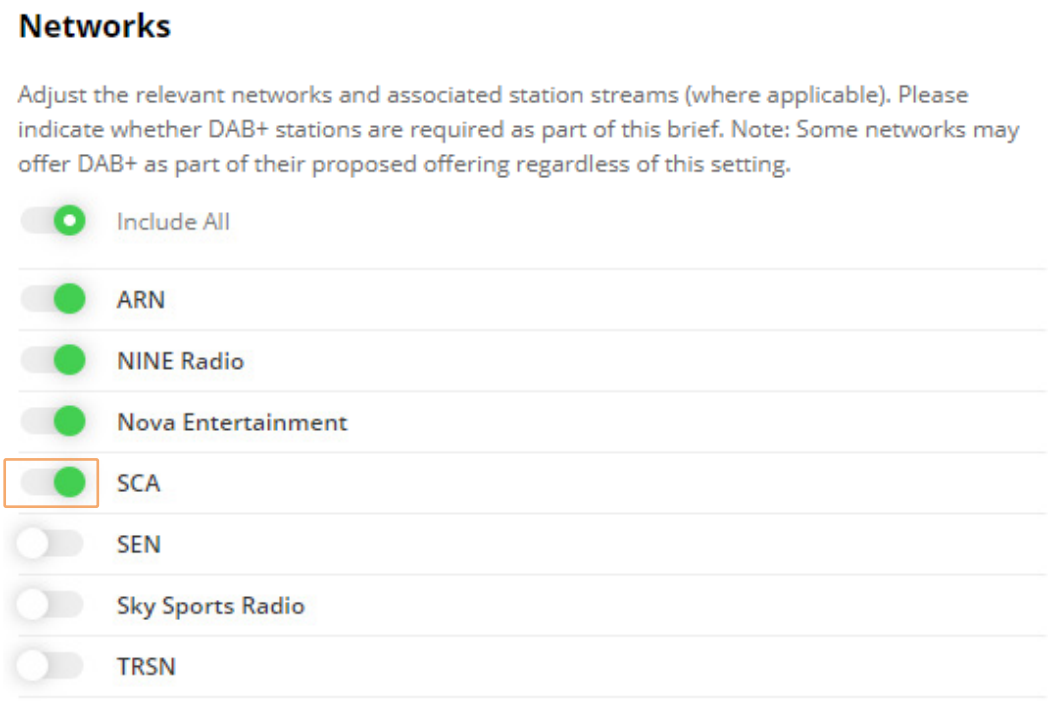
When selecting a Regional Market, all of the individual markets included in that state are automatically added.
Use the toggle switches to deselect regions you don't want to include.



Networks

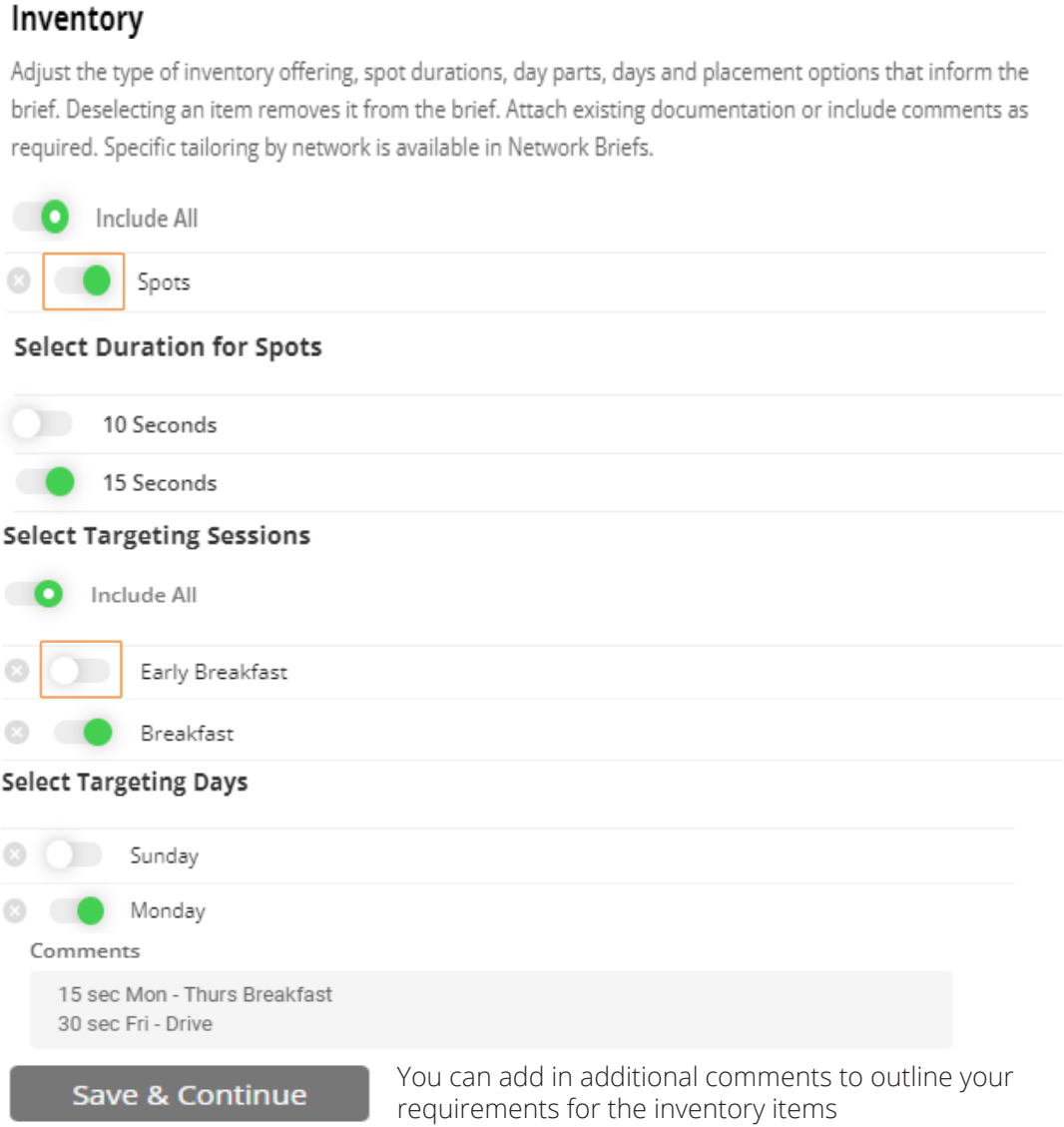
Use the toggle switches to select/deselect the networks who you want to be included in this brief.

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



Inventory

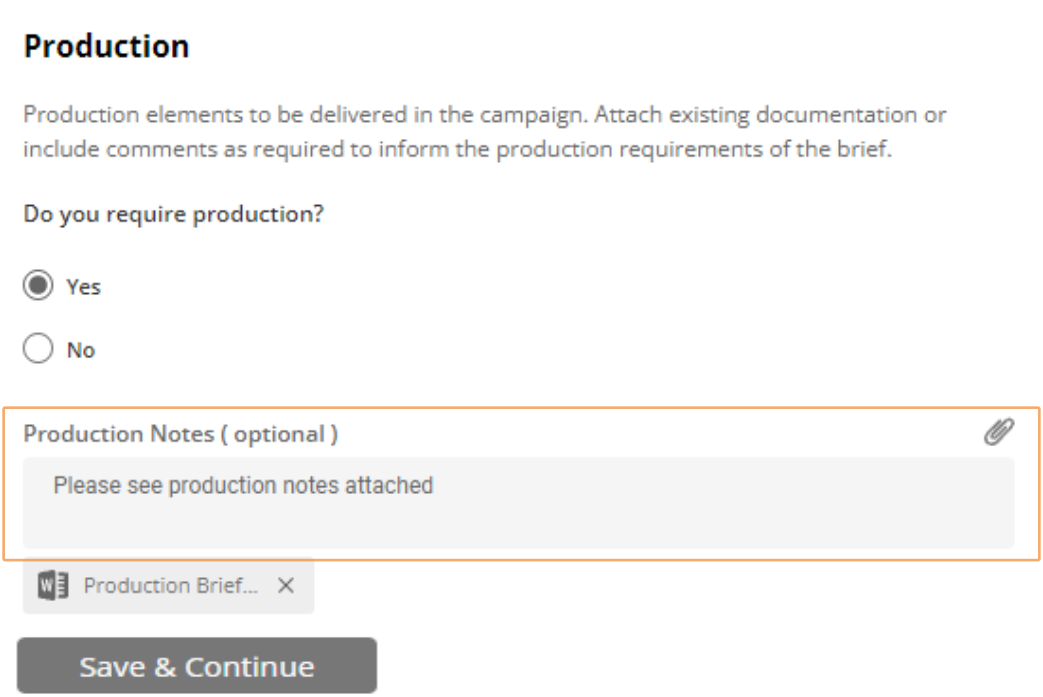
To select the required inventory items, use the toggle switches next to the desired inventory items.



You can add in additional comments to outline your requirements for the inventory items

Production

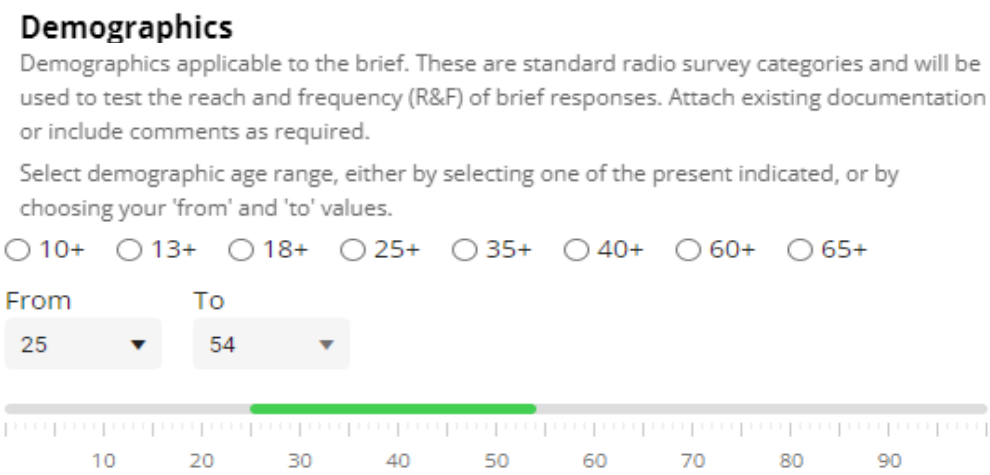
If the brief requires extra production, you can include production notes either by entering them in the text box, or by attaching a Production Notes document.



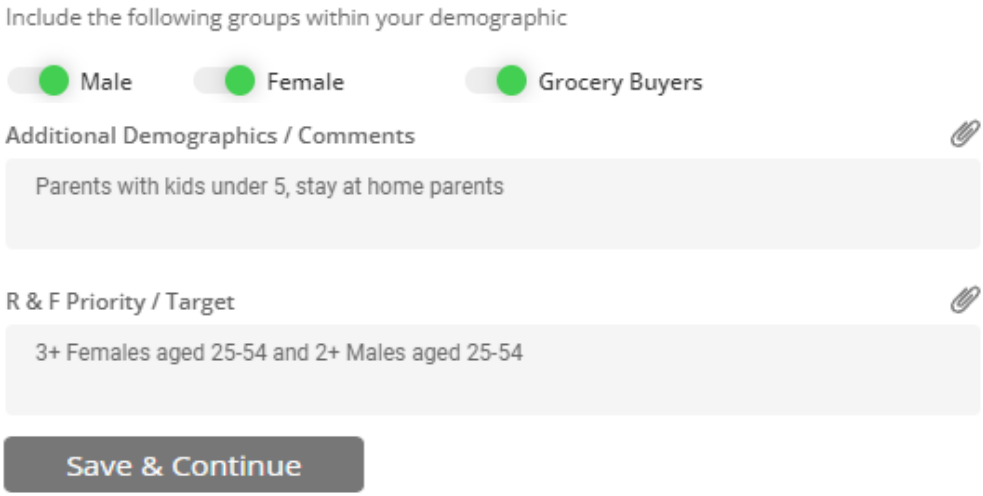
Demographics

To select the age range for your campaign use either the radio buttons or the drop-down boxes.

The green line below will provide a visual representation of your selection.

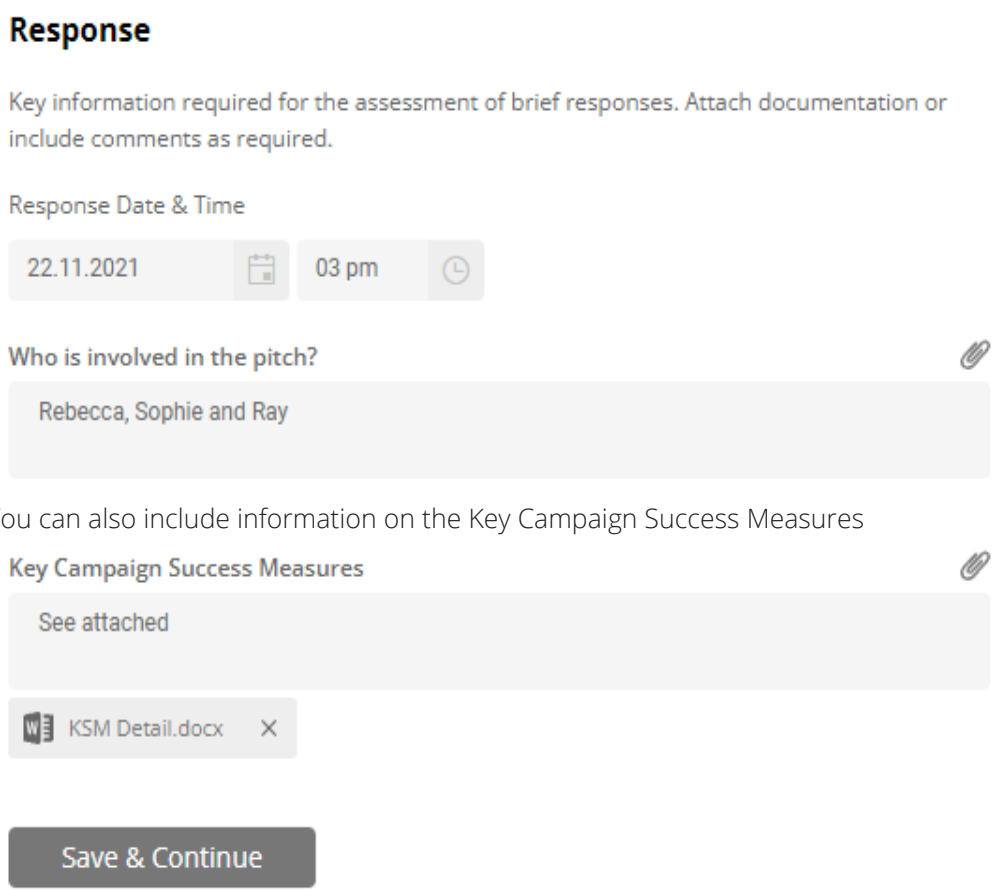


Demographics will default to all groups. You can toggle to either target a Male or Female audience, or add in Grocery Buyers.



Response

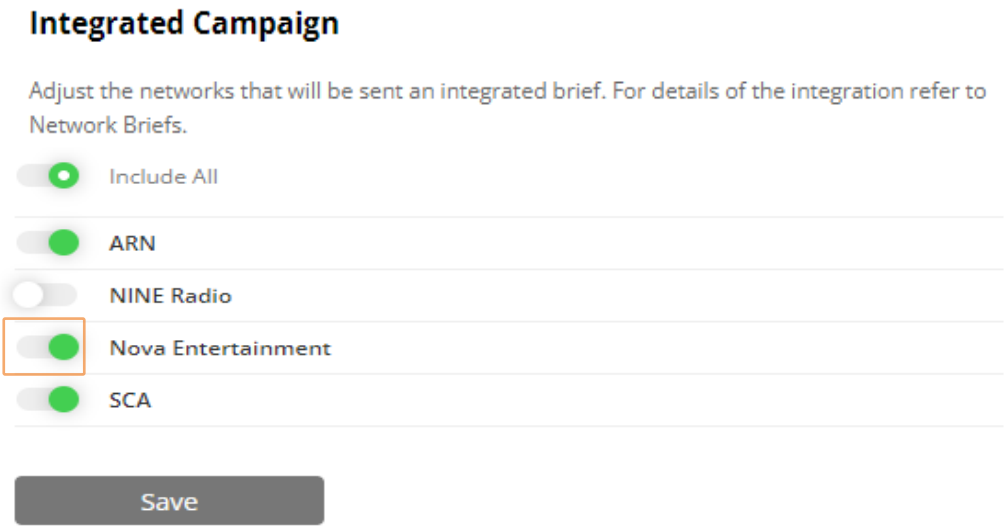
You can set the due date of when you require a response.
You can include a list of other people who are invloved in the brief



You can also include information on the Key Campaign Success Measures

Integrated Campaign

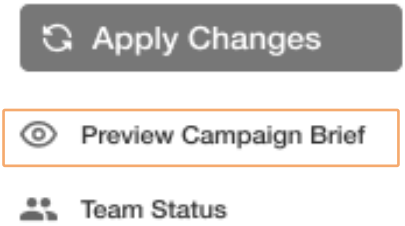
Use this section to select the networks you would like to include a creative or complex element in to their response



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

Campaign Brief Preview

Once all details of the brief have been completed, select **Preview Campaign Brief** to get an overview of your brief.



Navigate through the different sections of your brief by using these headings.

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 will show the 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
arn	**$25,000** (50.00%)	**$25,000**	**$0**

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

Markets

Metropolitan Markets	
Sydney	
Melbourne	
Regional Markets	
Victoria	13 of 16 Selected

Selected
Bendigo, Geelong, Gippsland Warragul, Mildura, Mt Buller, Shepparton, Ballarat, Hamilton, Warragul, Wangaratta, Traralgon, Warrnambool, Horsham

Not Selected
Colac, Swan Hill, VIC Remote

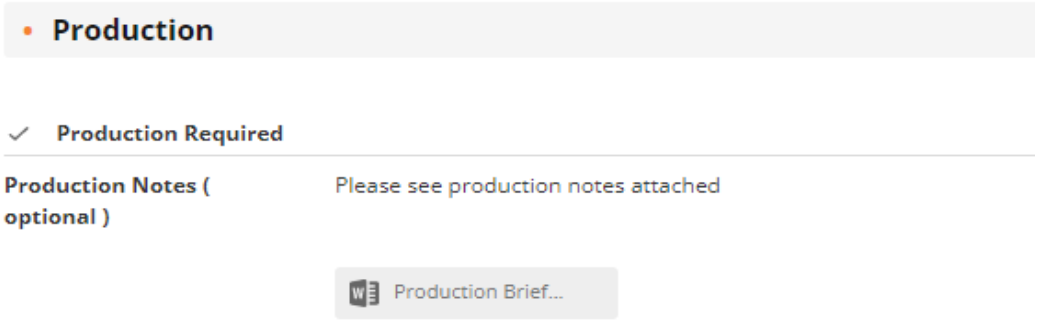
The networks and the streams that were chosen during the brief.

Networks

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

The inventory section is where you will find the inventory items that have been selected for this brief, along with any comments

If you have indicated that the brief requires extra production, you will also see any included production notes, or included attachments



The target demographic that the client wants to reach with this brief

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

Your set due date for when you require a response, and the list of included people who are involved in the brief

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

The Key Campaign Success Measures information you have included

This chosen networks that will be included in an Integrated Campaign brief.

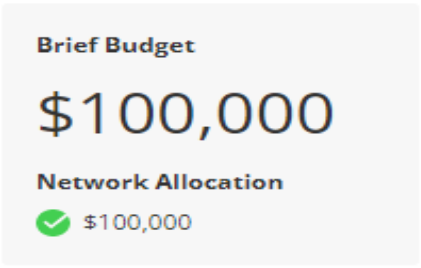
- **Integrated Campaign**

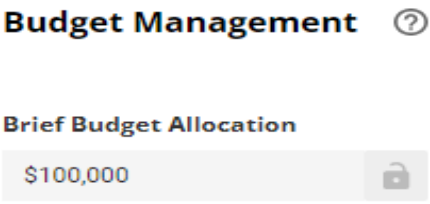
Networks Selected
Nine Radio
Nova Entertainment

Budget

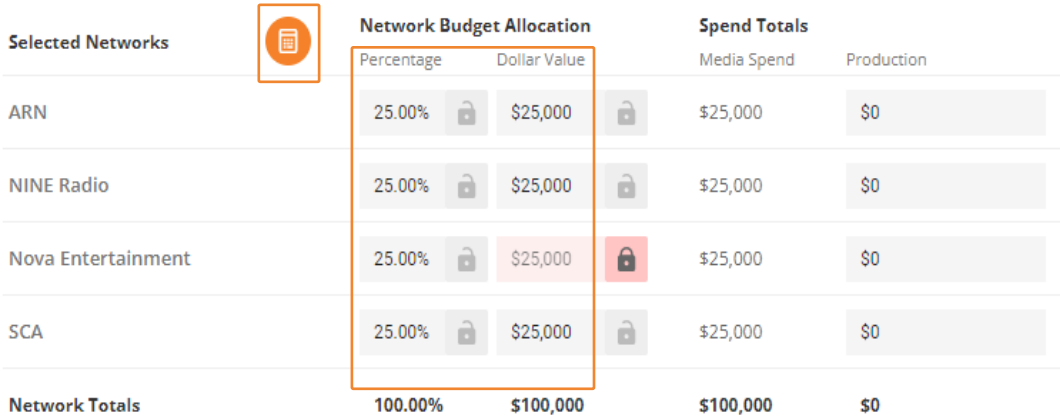
The Budget tab shows the status of the brief budget and the overall campaign budget.

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





You can evenly split the budget across the selected networks by clicking on the orange Generate Even Split button.
Alternatively, you can enter the desired budget amount for each network into the Dollar Value field or use the Percentage field.
If you would like to designate a specific amount of the budget for the network to spend on Production, you can enter that amount in the Production field.



To avoid exceeding your allocated budget amount you may choose to lock the spend of an individual network once you have entered their budget details.

This feature comes in handy when you want to include production spend, as once a networks spend is locked, adding in a production budget will take the production cost off of the total allocated spend, ensuring that you stay within budget.

If you add in production costs without locking your budget amount, the production costs will not be taken out of the total spend and will instead be added on top of the total spend for that network, which could cause you to go over your total budget allowance for the campaign.

Selected Networks	Network Budget Allocation		Spend Totals	
	Percentage	Dollar Value	Media Spend	Production
ARN	25.00%	$25,000	$25,000	$0
NINE Radio	27.00%	$27,000	$25,000	$2,000
Nova Entertainment	25.00%	$25,000	$23,000	$2,000
SCA	25.00%	$25,000	$25,000	$0
Network Totals	**102.00%**	**$102,000**	**$98,000**	**$4,000**

Network Briefs

Network Briefs will give you an view of the overall network progress summary.
Here is also where you will enter network specific details for your brief, such as listing specific stations or requests for multiple options.

The progress summary will show you how far the brief is with all networks

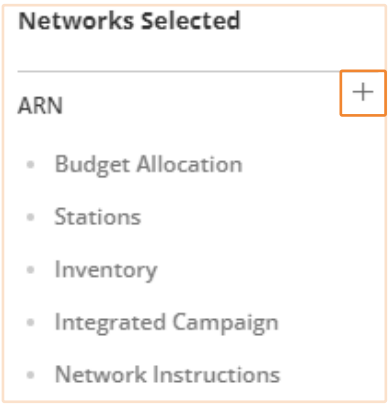
The symbols on the progress andnetwork summary bars will show how far each network has processed the brief.
In the above example, we can see that there is a thumbs up icon above the first two symbols. This means that all networks have completed these steps. While there is only one network that has started the third stage
A summary of these Icons can be found on page 35

The network summary will display how far through the brief is with the individual networks

Edit Networks & Budget Allocation

Under Network Selected you will see each of the Networks that you have included in your campaign. Expanding each network heading will allow you to enter in the network specific details required for your brief.

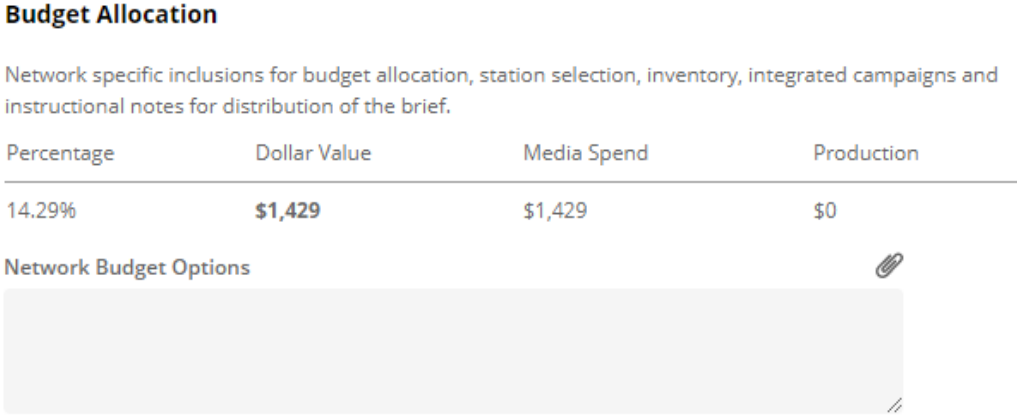
While working in the Networks Selected section, any changes you make against an individual network will impact that individual network.



To view a specific network brief, click on the + symbol next to the network name

Navigate through the different sections of the individual network by using these tabs

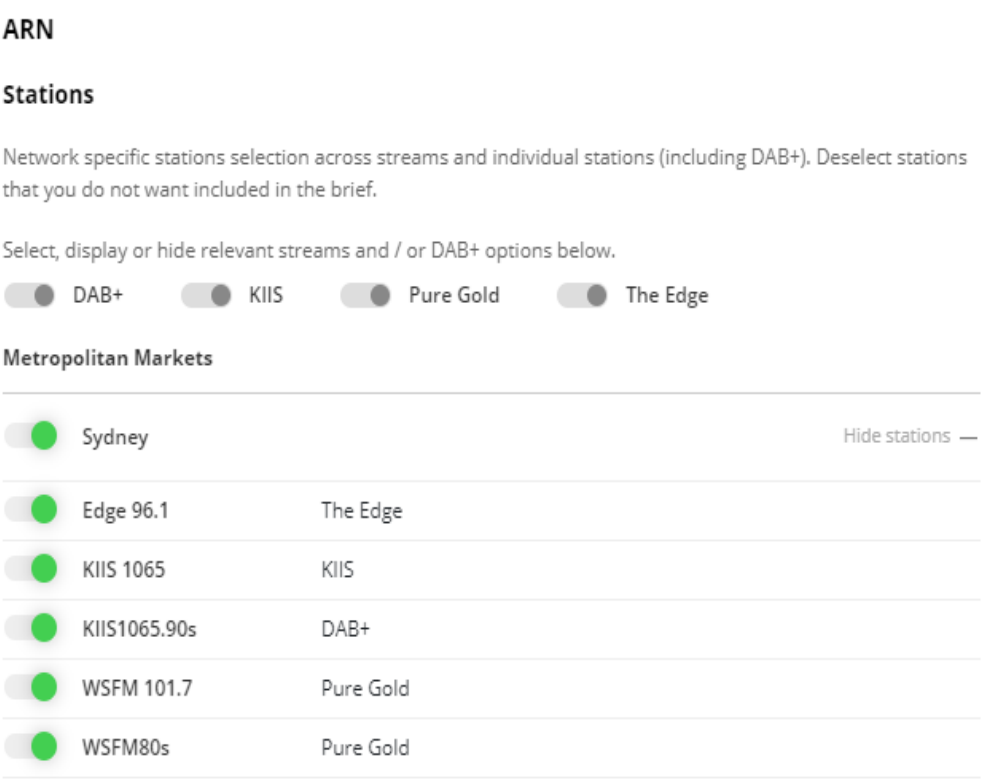
Review the budget for the network and add in Network Budget Options information



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

Stations

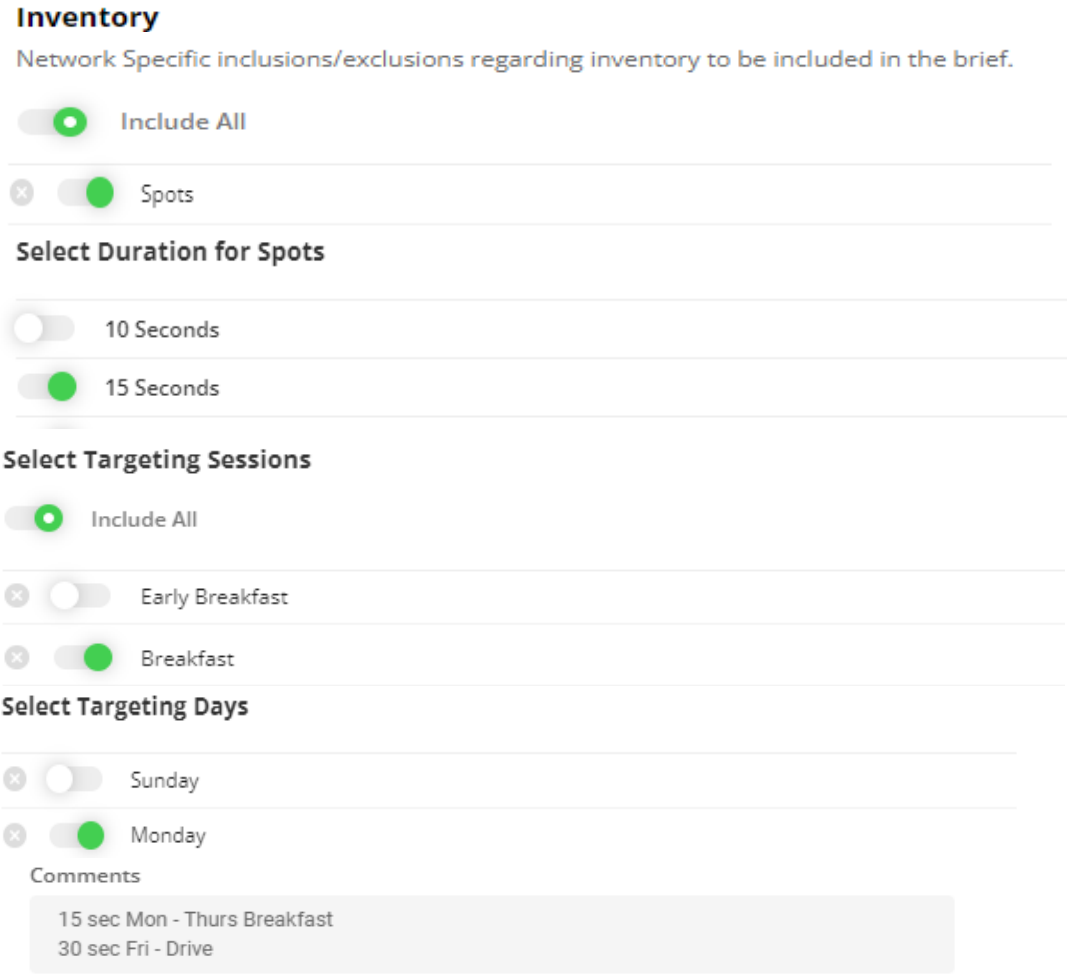
Add or remove stations you would like to be included from this network



Inventory

The Inventory items selected are the same as the inventory items chosen earlier when creating the foundation for the brief.

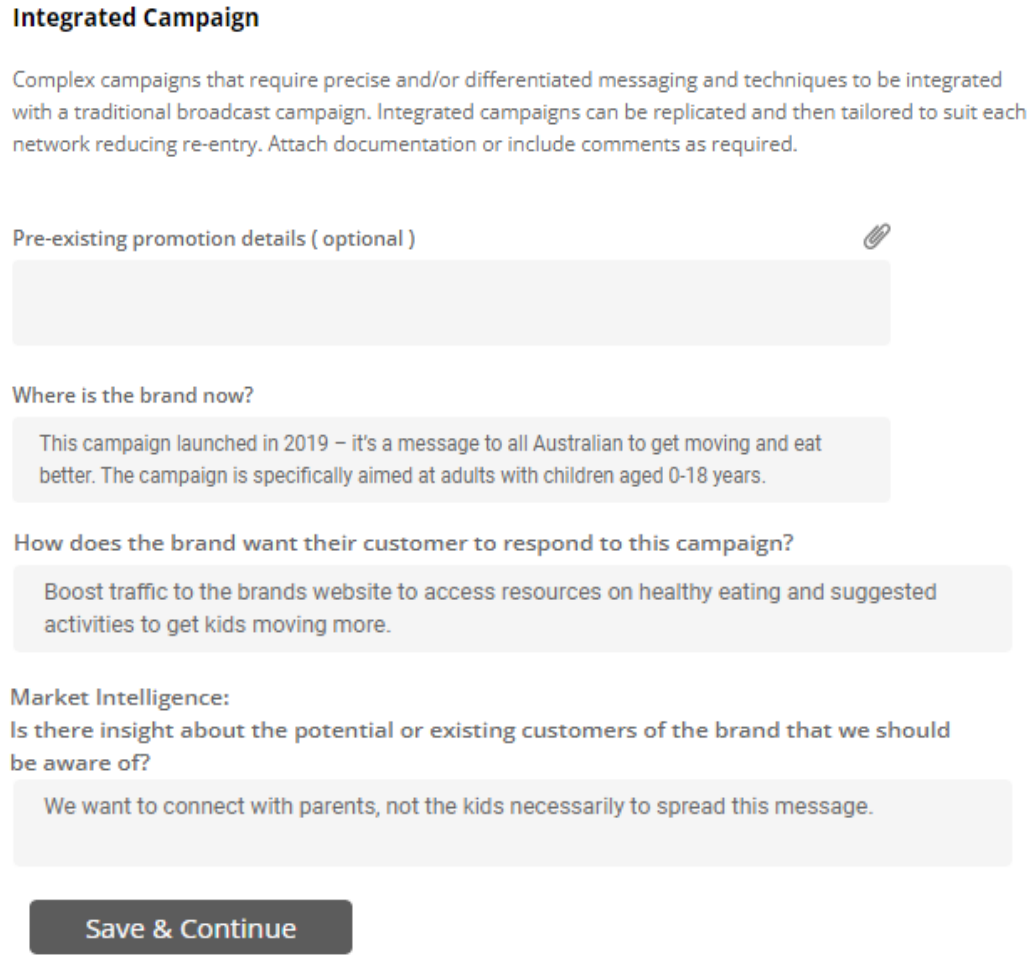
Revisiting this section gives you the opportunity to add or remove any specific inventory items for this particular network.



Integrated Campaign

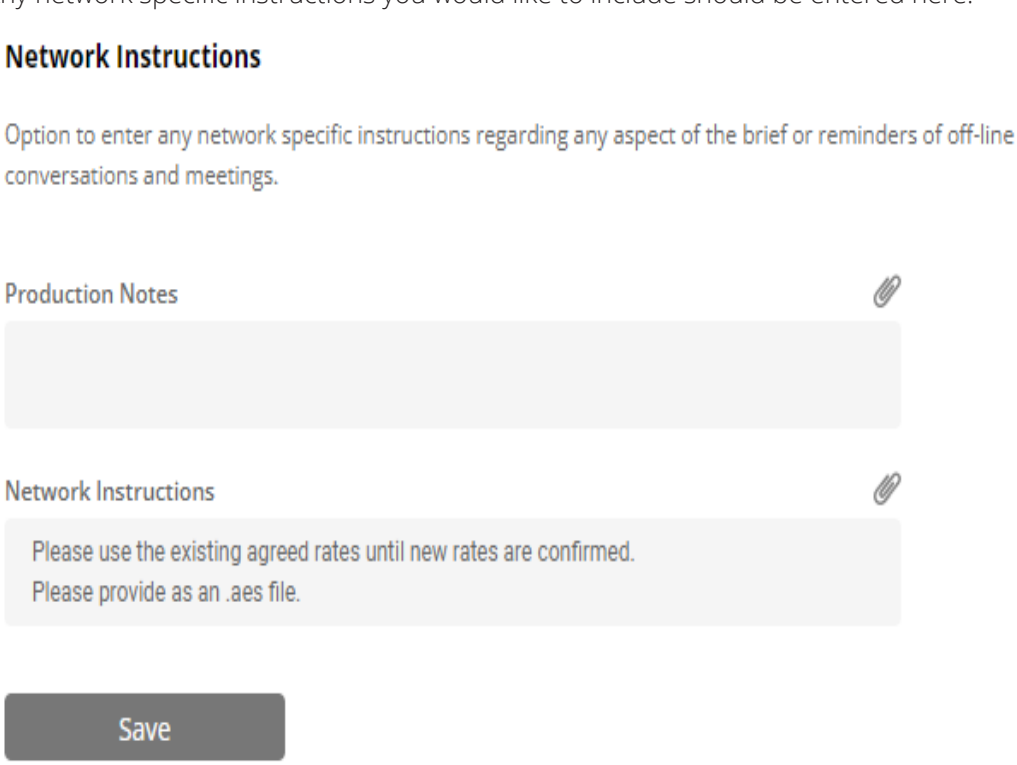
Integrated Campaign is where you provide the detailed information around the complex or creative requirements for this campaign. The information required is the same information that you currently provide when briefing for a complex campaign.

You can also provide additional information or examples to support your complex campaign by attaching a word or PDF document using the attachment option.



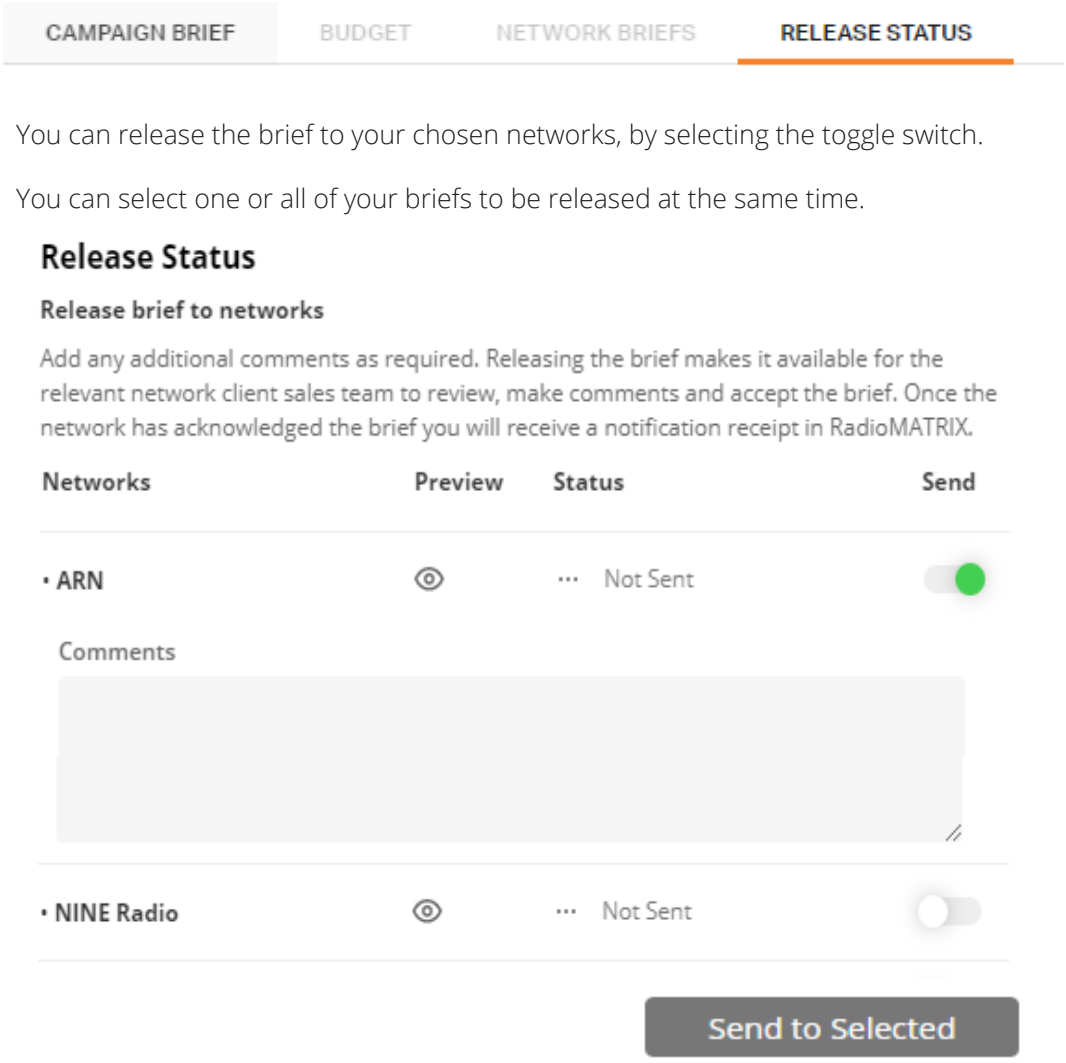
Network Instructions

Network Instructions are the first piece of information the network team will see when opening this brief.
Any network specific instructions you would like to include should be entered here.



Release Status

The Release Status tab is where you can release the brief to the selected networks.

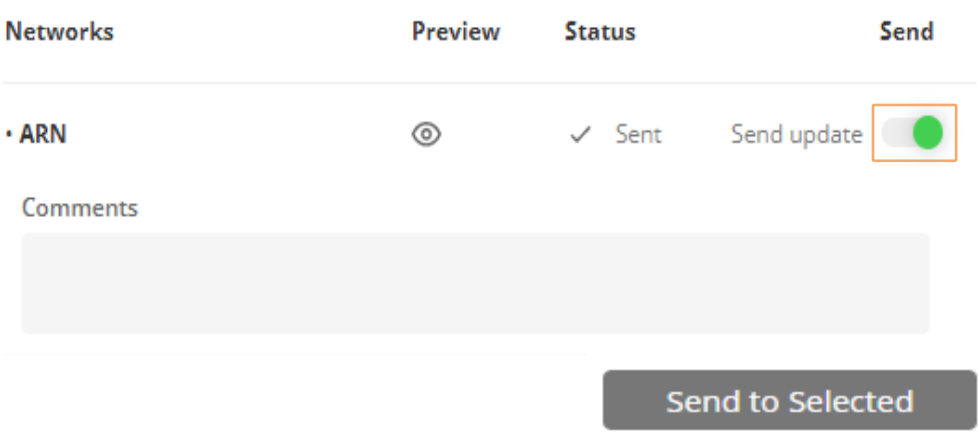


You can release the brief to your chosen networks, by selecting the toggle switch.

You can select one or all of your briefs to be released at the same time.

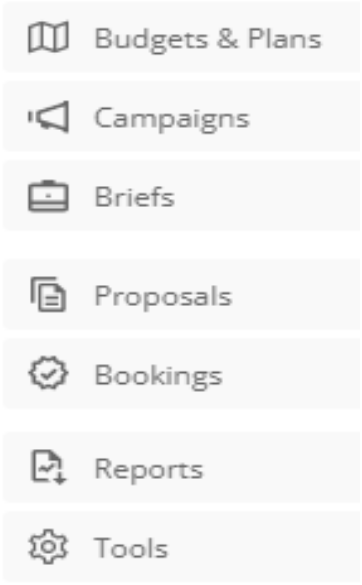
Updating A Brief

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



Navigation

Primary left hand navigation



Develop and maintain client budgets and plans

Manage multiple briefs for one campaign

Acces the Briefs dashbaord to view recent and previous briefs

Acces the Proposals dashbaord to view recent and previous proposals

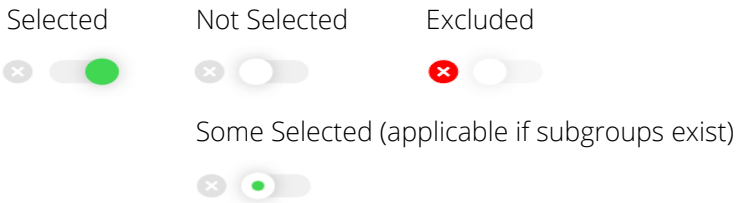
Acces the Bookings dashbaord to view recent and previous booking requests

Allows you to compare sales or planning team performances

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 and Reports are still in development and are currently not available to use.

Selection process



Icons

Network Briefs Progress Summary Icons

Agency Approved

Released to networks

Network reviewing brief

Proposals submitted

Bookings submitted

In holdings

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