

Radio MATRIX

Briefs

QUICK REFERENCE GUIDE

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AUSTRALIA

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Version 4.4

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Version 4.4

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.

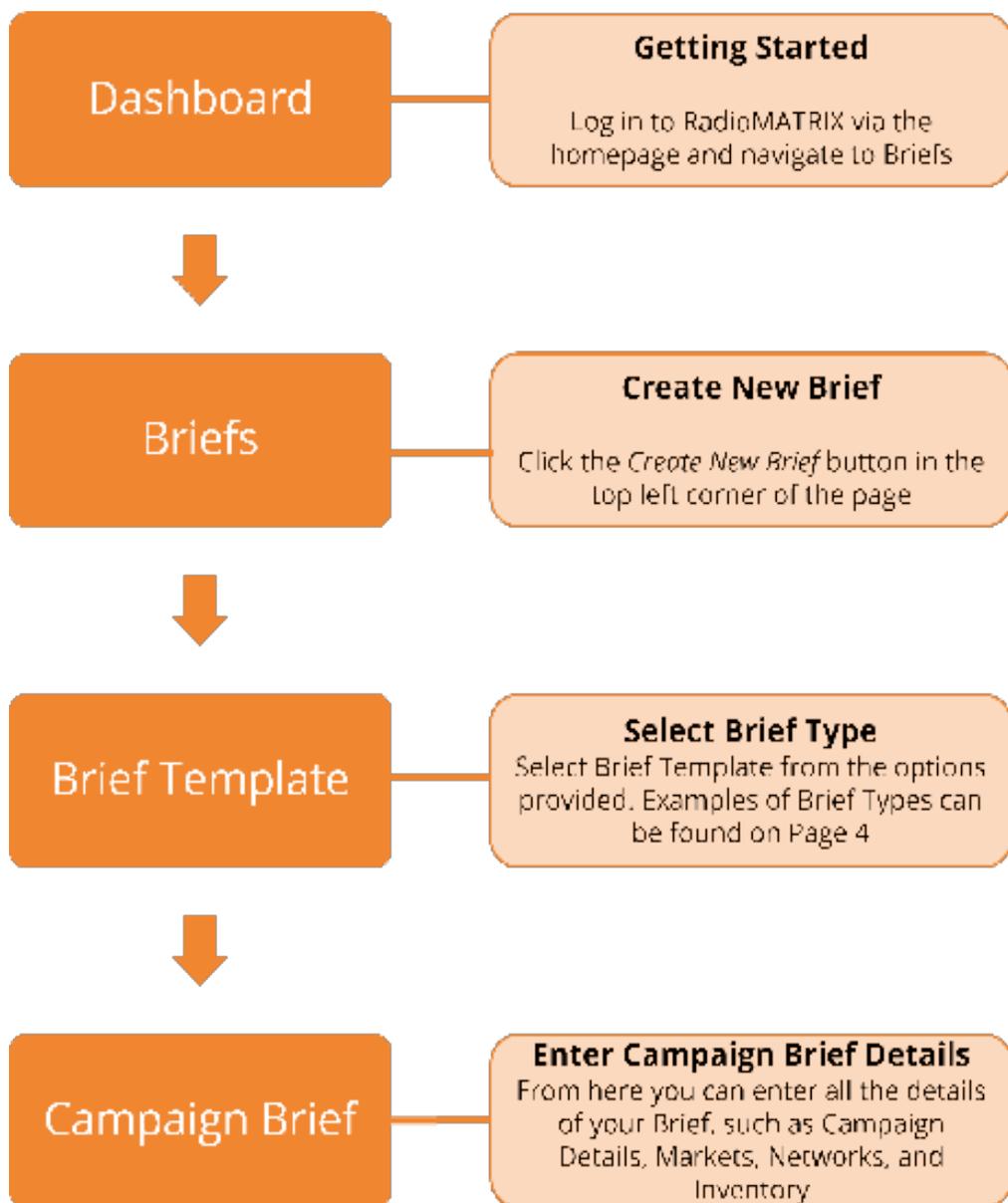
RadioMATRIX Briefing tool provides the flexibility to customised individual elements of the brief and allocate individual network budgets before releasing briefs to networks.

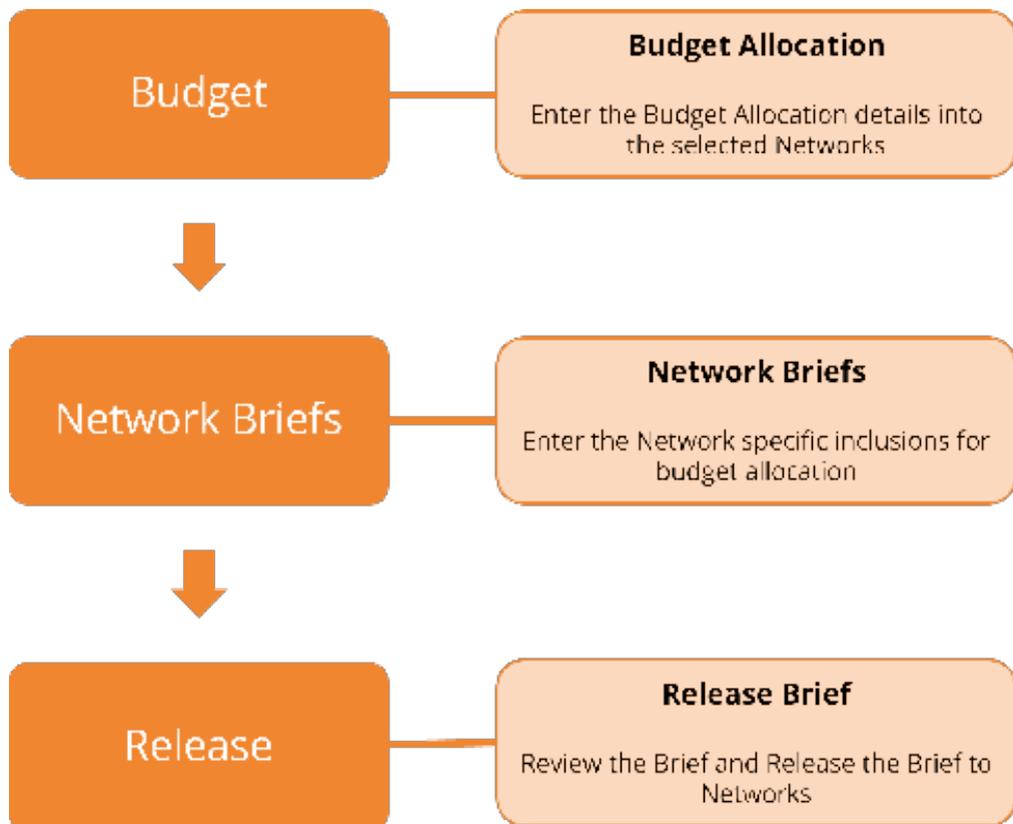
This is your quick reference guide for Briefs. Based on ongoing increases in functionality within RadioMATRIX this guide will be regularly updated and redistributed to you via your Change Champions.

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

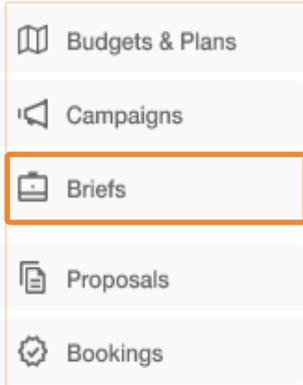
We hope you enjoy the using the new Briefing tool!

Brief Flow Overview





Brief Dashboard



New alerts show up here in real-time.

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

Briefs

Your dashboard will display your currently active briefs

 **CREATE NEW BRIEF**

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

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

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.

 **CREATE A NEW BRIEF** 

 **Extended Brief Template** Select 

Comprehensive briefing template that covers complex and integrated campaigns.

 **Standard Brief Template** Select 

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

 **From Client Template** Select 

Briefing templates that are tailored to individual client needs.

 **From Existing** Select 

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

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 extended brief template**
Check and complete relevant details below.

Client Name 

Campaign   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

← CREATE A NEW BRIEF



Creating a new brief from *selected option

Check and complete relevant details below.

Brief Name

...

Team

Select Team

Budget

\$100,000



Set your start and end date.

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

Activation

Start

End

01.01.2020



01.06.2020



Create Brief

Select **Create Brief**

Campaign Brief

A basic summary of the client information

Brief Title

Client Logo

CLIENT
The Biggest Banana

BOOKING AGENCY
ABC Agency

BILLING AGENCY
B P 123 Agency

CAMPAIGN BRIEF

BUDGET

NETWORK BRIEFS

RELEASE STATUS

The brief is separated 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.

Brief Sections

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

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

Brief Details

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

Brief Title

My Banana Split

 Apply Changes

Billing Agency

RadioMATRIX

 Preview Campaign Brief

Client

ACME Bananas

Assigned Team

ACME Bananas

Campaign

The Longest Banana



Add New Campaign

Activation Dates

6/12/2021



19/1/2022



The 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



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.

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.

 Detailed descrip... X

Client Website

www.mybananasplit.com.au

Save & Continue

Note: any information entered in the description will be 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 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

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

Include All

- Sydney
- Melbourne
- Brisbane
- Adelaide
- Perth
- National

Regional Markets

- | | | | |
|-------------------------------------|-----------------|-------------------------|----------------|
| <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 + |

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.

Regional Markets

<input type="checkbox"/>	New South Wales	0 of 36 selected	Show markets +
<input checked="" type="checkbox"/>	Victoria	15 of 16 selected	Hide markets —
<input checked="" type="checkbox"/>	Ballarat		
<input checked="" type="checkbox"/>	Bendigo		
<input type="checkbox"/>	Colac		
<input checked="" type="checkbox"/>	Geelong		
<input checked="" type="checkbox"/>	Gippsland Warragul		
<input checked="" type="checkbox"/>	Hamilton		
<input checked="" type="checkbox"/>	Horsham		
<input checked="" type="checkbox"/>	Mildura		
<input checked="" type="checkbox"/>	Mt Buller		
<input checked="" type="checkbox"/>	Shepparton		
<input checked="" type="checkbox"/>	Swan Hill		

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.

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

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

Inventory

Adjust the type of inventory offering, spot durations, day parts, days and placement options that inform the brief. Deselecting an item removes it from the brief. Attach existing documentation or include comments as required. Specific tailoring by network is available in Network Briefs.

Include All

Spots

Select Duration for Spots

10 Seconds

15 Seconds

Select Targeting Sessions

Include All

Early Breakfast

Breakfast

Select Targeting Days

Sunday

Monday

Comments

15 sec Mon - Thurs Breakfast
30 sec Fri - Drive

Save & Continue

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.

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

Production Notes (optional)



Please see production notes attached



Production Brief... X

Save & Continue

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

Demographics applicable to the brief. These are standard radio survey categories and will be used to test the reach and frequency (R&F) of brief responses. Attach existing documentation or include comments as required.

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

10+ 13+ 18+ 25+ 35+ 40+ 60+ 65+

From

To

25

54



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

Include the following groups within your demographic

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

Save & Continue

Response

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

Response

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

Response Date & Time

22.11.2021



03 pm



Who is involved in the pitch?



Rebecca, Sophie and Ray

You can also include information on the Key Campaign Success Measures

Key Campaign Success Measures



See attached



KSM Detail.docx



Save & Continue

Integrated Campaign

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

Integrated Campaign

Adjust the networks that will be sent an integrated brief. For details of the integration refer to Network Briefs.

Include All

ARN

NINE Radio

Nova Entertainment

SCA

Save



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.

 Apply Changes

 Preview Campaign Brief

 Team Status

Campaign Brief Preview

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

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
	\$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

• Inventory

Spots

Live Reads

Sponsorships

Social

Web Activity

Duration for Spots

15 Seconds

Comments

15 sec Mon - Thurs Breakfast 30 sec Fri - Drive

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

• Production

✓ Production Required

Production Notes (optional)

Please see production notes attached



Production Brief...

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.

CAMPAIGN BRIEF

BUDGET

NETWORK BRIEFS

RELEASE STATUS

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

\$100,000

Network Allocation

 \$100,000

Budget Management

Brief Budget Allocation

\$100,000



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.

Selected Networks	Network Budget Allocation		Spend Totals	
	Percentage	Dollar Value	Media Spend	Production
ARN	25.00% 	\$25,000 	\$25,000	\$0
NINE Radio	25.00% 	\$25,000 	\$25,000	\$0
Nova Entertainment	25.00% 	\$25,000 	\$25,000	\$0
SCA	25.00% 	\$25,000 	\$25,000	\$0
Network Totals	100.00%	\$100,000	\$100,000	\$0

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 network's 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.

CAMPAIGN BRIEF

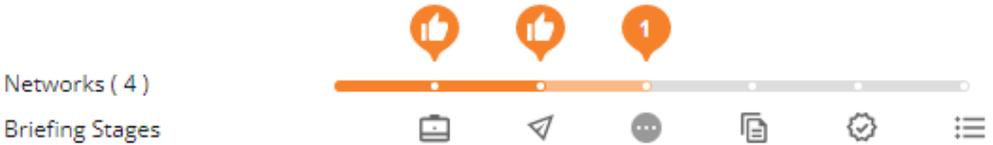
BUDGET

NETWORK BRIEFS

RELEASE STATUS

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

Progress Summary



The symbols on the progress and network 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

Network Summary



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.

Networks Selected

ARN +

- Budget Allocation
- Stations
- Inventory
- Integrated Campaign
- Network Instructions

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

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

Stations

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

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.

Inventory

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

Include All

Spots

Select Duration for Spots

10 Seconds

15 Seconds

Select Targeting Sessions

Include All

Early Breakfast

Breakfast

Select Targeting Days

Sunday

Monday

Comments

15 sec Mon - Thurs Breakfast
30 sec Fri - Drive

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.

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.

Pre-existing promotion details (optional) 

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.

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.

Save & Continue

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.

Network Instructions

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

Production Notes



Network Instructions



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

Save

Release Status

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

CAMPAIGN BRIEF

BUDGET

NETWORK BRIEFS

RELEASE STATUS

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.

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: 100px; width: 100%;"></div>			
• NINE Radio		... Not Sent	<input type="checkbox"/>

Send to Selected

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

• ARN



✓ Sent

Send update



Comments

Send to Selected

Navigation

Primary left hand navigation

 Budgets & Plans	Develop and maintain client budgets and plans
 Campaigns	Manage multiple briefs for one campaign
 Briefs	Access the Briefs dashboard to view recent and previous briefs
 Proposals	Access the Proposals dashboard to view recent and previous proposals
 Bookings	Access the Bookings dashboard to view recent and previous booking requests
 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 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)



Icons

Network Briefs Progress Summary Icons



Agency Approved



Released to networks



Network reviewing brief



Proposals submitted



Bookings submitted



In holdings

Powered by

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AUSTRALIA