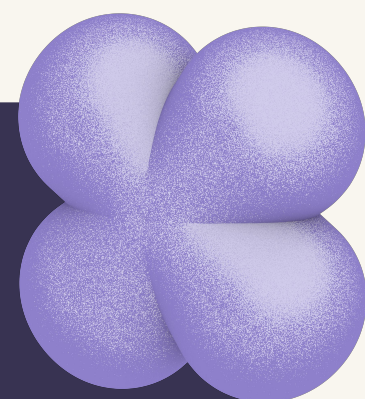


The brand data brief template

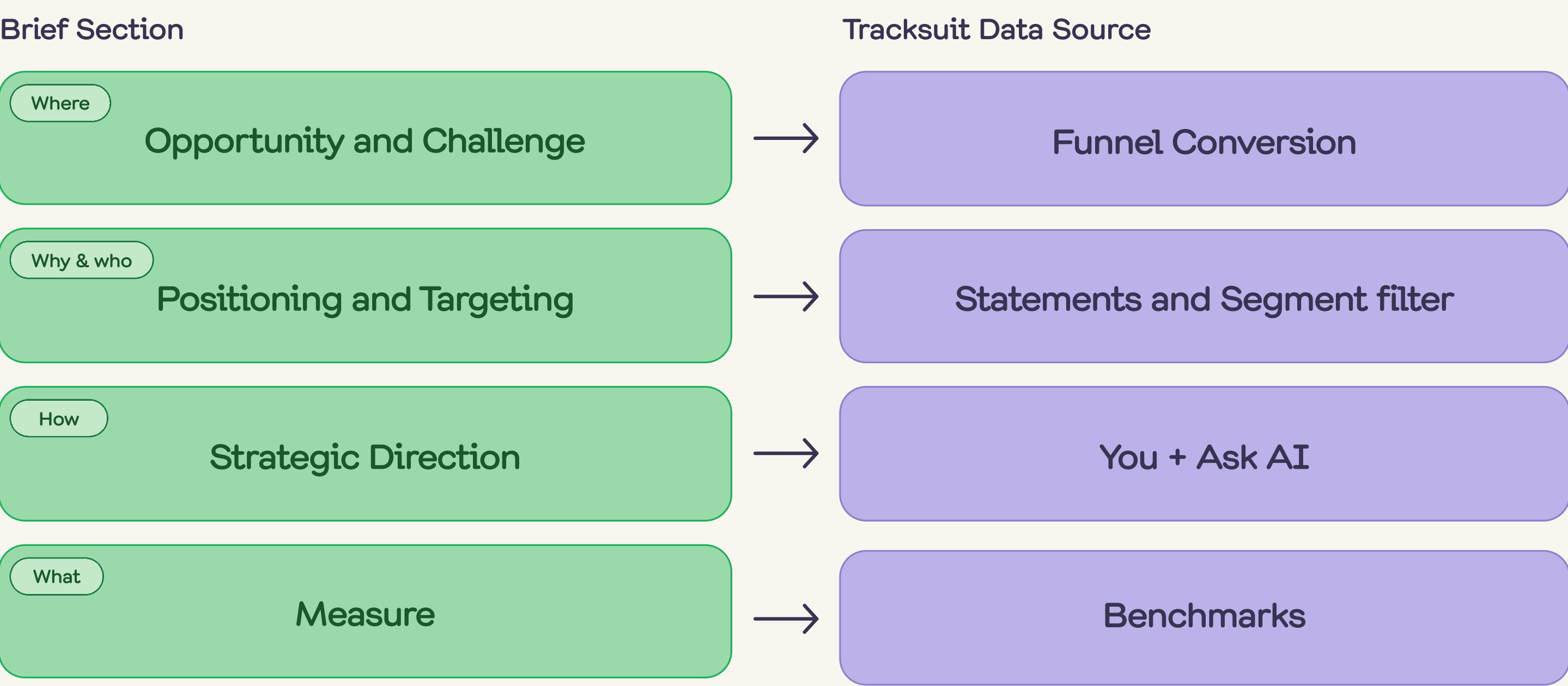


Where brand data fits into a creative or comms brief, and how it makes your recommendations harder to argue with

Most briefs start in the wrong place: the client says 'grow awareness' or 'drive sales', and then a brief is built on gut feel and assumptions instead of relevant insights into where the brand is today.

The briefs that lead to genuinely effective work start somewhere else: with a clear read on where the brand is stalling in the funnel, which audiences represent the biggest growth opportunity, and what consumers actually think of your client's brand.

This framework shows you where brand data plugs into the sections of a brief you're already writing. Instead of relying on intuition or assumptions alone, the data back it up, so your brief lands the first time. It also helps ensure the growth opportunity you've identified is grounded in what's truly happening with the brand.



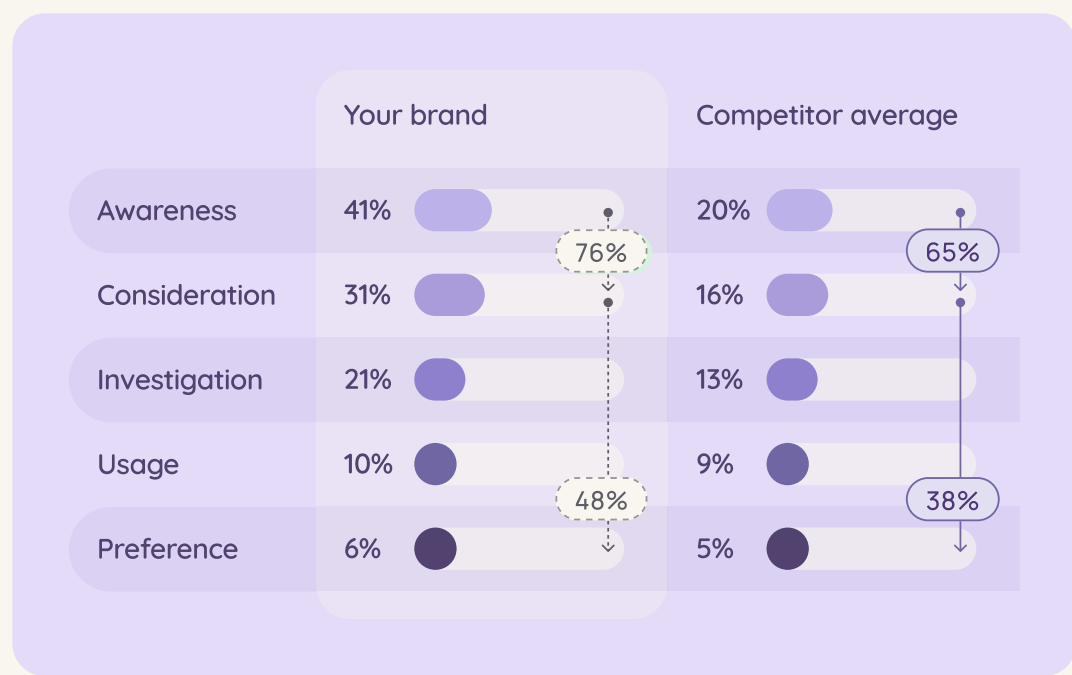
1. Opportunity and challenge: what the data says about where the brand is stalling

This is where most briefs either go too broad ("grow awareness") or follow a client's assumption without really diving into what's going on with the brand. Tracksuit gives you the diagnostic layer to sharpen the brief before you start solving:

Funnel diagnosis

- Where is the brand actually dropping off?
- Is it an awareness problem, a consideration stall, or a preference gap?

The Funnel view shows you where momentum breaks down, and that becomes your brief's starting point.



Category position

- How does the brand sit relative to competitors on the metrics that matter?

If your client thinks they're in a strong position but preference data shows a competitor closing the gap, that's your brief.

2. Positioning and Targeting: the diagnosis behind why the brand is stalling and who you should be going after

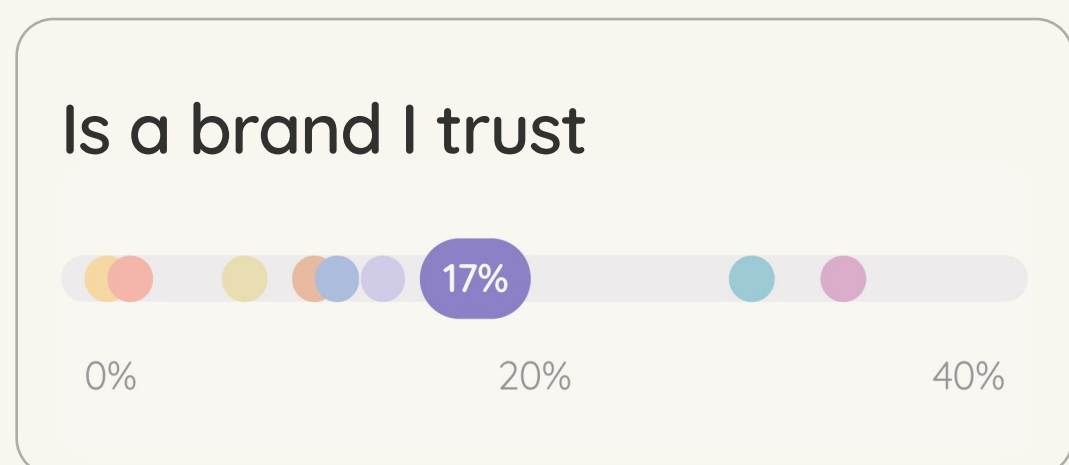
Perception gaps

- What do consumers actually think about the brand?

Perception gaps help you understand the WHY in your funnel diagnosis and category position.

What the brand is known for today (and what it isn't).

If the brand aspires to be "innovative" but consumers associate it with "reliable," that's a tension worth building a campaign around.



The buying situations the brand owns, or doesn't (CEPS).

How is your brand performing in associations to category entry points and drivers of consideration and preference? The brief's insight section should answer: "Here's the tension between where the brand is and where it needs to be, backed by what consumers actually say."

Audience: who the work needs to reach (and what they actually think)

You've seen more than your fair share of briefs that define audiences by demographics and maybe a persona slide. Tracksuit's segment filtering lets you go further:

- Filter brand health by demographic, behavioural, and attitudinal segments to see how different audiences experience the brand differently. Maybe awareness is strong in one cohort but consideration drops off in another. That's a different brief than "reach everyone."
- Compare funnel performance across segments to identify which audience represents the biggest growth opportunity instead of just the biggest spend.

The brief's audience section should answer: "Here's who we need to move, and here's what they currently think about the brand."

3. Strategic direction: the how you recommend acting on the opportunity

This is where you make your case, and the strategic direction should flow naturally from the data in Sections 1 and 2:

- The funnel diagnosis told you where the brand is stalling
- The perceptions data tells you why the brand is stalling
- The audience data told you who to focus on

Your recommendation is the answer to all three.

And because every layer is grounded in data your client can verify in the dashboard themselves, the direction both persuasive and defensible. This is how you influence buy-in without it feeling like a sell.

4. Measure: what should move, and how you'll know it worked

If your brief is too vague (think: "increase awareness"), it won't land, but setting targets based on outdated brand data won't cut it, either. Tracksuit gives you a baseline to set real KPIs against:

- **Current brand health benchmarks:** these become your starting point, and you can set targets like "shift consideration from X% to Y% within the target segment over 12 months" instead of abstract goals
- ***Competitor benchmarks:** these help you set targets relative to the category, not just the brand's own history; "close the preference gap with [competitor] by Z points" is a sharper KPI than "grow preference."
- **Timeline data:** this data lets you track progress against those KPIs on a monthly basis, so the brief's success isn't evaluated in a single post-campaign study but in an ongoing, always-on read.

The brief's KPI section should answer: "Here's exactly what success looks like, measured against where we started."

The strongest briefs don't just say "we think this is the right direction." They say "the data shows this is the opportunity, here's the gap, and here's how we'll know it's working." That's the brief that gets approved and the one that leads to work worth pointing to.

Tracksuit gives you the data to brief with confidence. See exactly where your client's brand is stalling, which audience to prioritize, and what people really think, so every recommendation is one the client can back.

👉 [Book a demo of Tracksuit](#)

