# Retail Media Brief Template

## Brand & Product

Which SKUs, life‑cycle stage, margins?

## Company & Positioning

Current perception on marketplace, recent reviews.

## Competition & Category

Top 3 competitors, CPC benchmarks, category trends.

## Objectives

Quantify: awareness (SOV %), incremental sales, ROAS, TACoS, etc.

## Target

First‑party audience segments, demographics, behaviours.

## Cultural Context

Seasonality, events (Prime Day), macro trends.

## Issue / Challenge

Visibility gaps, out‑of‑stock risk, price pressure.

## Budget & Media Mix

On‑site vs off‑site vs in‑store allocation, test budget.