

COMPANY NAME

CAMPAIGN BRIEF TEMPLATE

Project Name:	
Brief Date and Version #	
Business Group	
Product Name/Version	
Key Markets	
Key Distribution Channels	
Key Dates	<ul style="list-style-type: none"> ● Brief Input ● First draft creative review ● First draft media plan ● First draft creative review ● First draft media plan ● Campaign Start Date ● Campaign End Date
Stakeholders	<ul style="list-style-type: none"> ● Requestor ● Approvers
Budget (Gross)	<ul style="list-style-type: none"> ● Strategy ● Creative ● Production ● Media (Inclusive of Commission, Ad Serving and Tech Fees)

Imagine for a moment, this project is completed, the work is in market and your message is so good that the largest publication has picked this up. What's the headline?

BACKGROUND

1. What specific work needs to be completed?
2. Why are we doing it? What business problem or opportunity are we trying to address?
3. How will it be measured?

Business KPIs

- Primary

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- o Secondary
- o What is the timeline to achieve objective?
- o Are these objectives a significant change compared to last year?

Marketing KPIs

- o Primary
- o Secondary
- o What is the timeline to achieve objective?
- o Are these objectives a significant change compared to last year?

AUDIENCE

4. Who is the target audience (demographics, attitudinal, buying behavior, usage, aspirational)?
5. What do they currently think, feel, do about the Brand and the Category in general?
6. What do we want them to think, feel, do after they see this work (emotional response)?
7. What's the most important thing we can tell them to inspire that change (key message)?
8. What's your evidence? Why should they believe us (product or service benefits)?
9. What is our competition telling them?
10. What's happening in the cultural landscape that can make our work relevant?

HOW WILL WE SAY IT?

11. Brand Mandatories (logos, colors, imagery, tone-and-manner)?
12. Creative and Production Mandatories (partner guidelines, production specs, etc.)?
13. Are there other marketing efforts that should have alignment (e.g. PR, Influencers, Retail, etc.)?

HOW WILL WE REACH THEM?

14. Media Plan
 - What assets will be used in the media plan (e.g. social posts, key words, eDM, etc.)?
 - Are there specific publications etc. that you would want to target?
 - What is the call-to-action?

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OTHER

15. List all supporting documents provided with the brief