

Campaign Brief Template

Campaign name: _____

Project manager: _____

“People will forget what you said, people will forget what you did but people will never forget how you made them feel.” Maya Angelou

How do you want your audience to feel?

What’s the most important SINGLE message you want to deliver?

Describe in no more than 10 words.

What do you want the campaign to achieve?

What are the specific metrics you want to reach?

For example, are you striving to grow 100,000 new followers, or drive 100 new sales. Be specific with your metrics.

Have you already decided on the channels where you will run the campaign?
Document them here (i.e. Snapchat, email, radio advertising)

If there are budget parameters list them here. How much are you willing to invest in this effort?

When do you want to execute this campaign?

Geography plays important cultural context. Where will the campaign run?

How do you want your audience to THINK differently after consuming the campaign?
Do you want them to think about attacking a problem in a new way? Are you trying to surface latent frustration with an existing situation? Is there something they should fear?

Who is the campaign meant to compel?

This is where you will describe the audience for this campaign.

How would you summarize the target audience for this campaign? Include relevant demographic factors such as stage of life, education level and discretionary income/budget authority.

Are you selling to a business or formal organization? If so be sure to include relevant firmographic information.

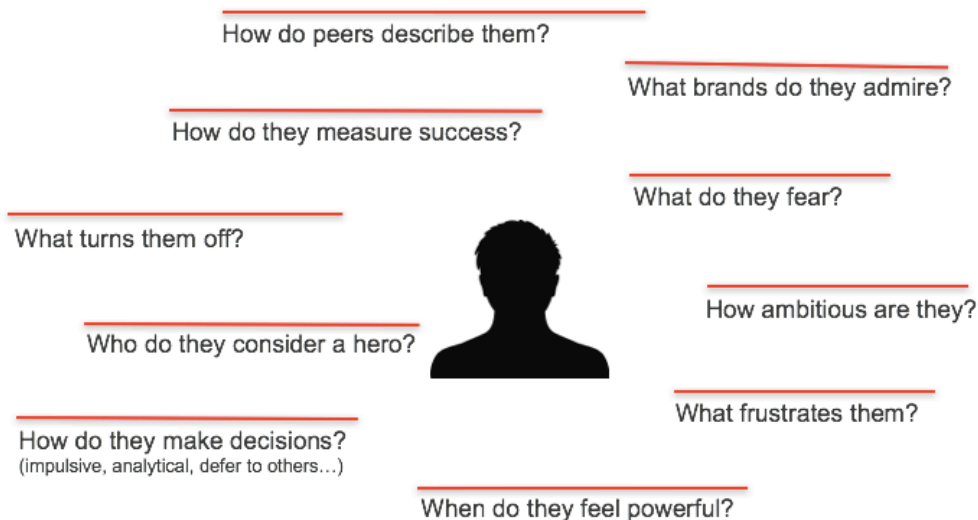
- Are you targeting specific industries?

- What sized companies are you targeting?

- Which role/functions within the organization are you are targeting?

- What do the organizations you are targeting have in common (i.e. are they all using a particular product? Has a law been passed that they need to address? Is their market declining or growing rapidly?)

Don't forget to include important emotional context. The questions below provide insights that offer a pathway to building emotional connections with your audience.



Note: Link to documented personas when available.

How have previous campaigns performed with the target audience?

Why should the audience respond?

What is happening now that should create urgency for the audience to take action. Pick one or more of the possibilities below and explain how they relate to your audience. Be as specific as possible.

- Is there a limited time promotion? Describe it.

- What happens to them if they don't address the problem you solve?

- How will they (or their business) benefit if they act now – in other words what do they give up if they keep the status quo?

- How does taking action help others they care about?

Campaign approval process

Stage	Approval Committee	Due Date	Status
Campaign brief			
Story boards			
Test script			
Media plan			
Individual assets			

Brand guidelines

Link to existing brand guidelines. If brand guidelines relevant to this campaign don't exist answer the following questions.

What artistic guidance must we follow? i.e. is the use of photographs, illustrations or other visual mediums limited? If so, in what ways?

What color palette guidelines should we follow? What are the official company RGB/PMS colors?

Is there a company tagline we should incorporate or build off?

What logo should be used if one is needed for specific assets? (insert link to high resolution file)