

**CAMPAIGN BRIEF**

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| Campaign Name |  |
| Campaign Dates  |  |

1. **Setting the scene**

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| **PURPOSE OF THE CAMPAIGN** *In no more than 3 – 4 sentences,* ***summarise*** *the purpose of this campaign.* |
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1. **Objectives**

**Role of the campaign**

🞏 Brand Advocacy 🞏 Product Consideration 🞏 Product Sales

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| **COMMUNICATION OBJECTIVES***What are the top 3 objectives of this campaign? What do you want to communicate to the customer?* |
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1. **Proposition**

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| **CUSTOMER NEED***What customer need are you aiming to fulfil?* |
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| **YOUR ANSWER TO THE NEED** *This should be a single minded proposition, 1 – 2 sentences max.* |
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| **REASONS TO BELIEVE** *The compelling benefits and claims that support your single minded proposition and could support the campaign.*  |
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1. **Customers**

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| **TARGET AUDIENCE***What specific target segments do you want to talk to with this campaign and why have they been selected?* |
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| **CUSTOMER INSIGHT** *What do we know about these segments? Consider what specific information will help us to sell the* *single minded proposition.* |
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1. **Supporting information**

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| **PAST CAMPAIGN INSIGHT** *What lessons have you learnt from previous campaigns that have relevance to the campaign in hand? Do you* *have feedback from customers or colleagues? What worked well previously and what didn’t?* |
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| **CREATIVE CONSIDERATIONS** *Cite any creative considerations, including: branding, tone of voice, image style, ideas to be explored, any specific situational use of the campaign that may impact creative elements*  |
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| **MEDIA CONSIDERATIONS** *Campaign type, e.g. medium in which campaign should be communicated to customer (e.g. direct mail,* *leaflets etc).* |
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| **MANDATORIES** *List any mandatory information that* ***must*** *be included in the campaign including any terms and conditions,* *language that should / should be used. Split in to body copy and small print requirements where needed.*  |
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1. **Budgets and Timings**

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| **BUDGET** *Total budget and breakdown for each element of the campaign (e.g. artwork, print, material cost etc).*  |
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| **TIMINGS** *List any key milestones that need to be met and the relevant drop dead dates (e.g. first artwork proof, artwork* *approval, quotes, delivery and launch etc).* |
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1. **Appendix**

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| **APPENDIX** *In this section list and attach any other supporting information that may be relevant to this campaign. This can* *include but is not limited to key stakeholders, competitor analysis, previous campaign results, examples of* *campaigns you like / don’t like, terms and conditions for any promotions, detailed customer demographic or* *segment information etc.*  |
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