

**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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