

CAMPAIGN BRIEF

Date
Job No.
Prepared by

Product
Brand
Website

What is the business problem?

Who are we talking to?
Why are they not engaged with our brand?

What is the role of communications?

What do we know about our audience that is interesting?

Where will our campaign have the most impact?

How do we measure success?

Practical Considerations
(Templates, Attitude, Mandatory logos, References etc)

Air date
Budget
First review
Final review
Presentation

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