Campaign Brief

For use in first meeting with client to scope out campaign requirements

a.m. insider

Project Title:	Briefing date:	
Company:	Total budget:	
Brand(s):	PO number:	
Product or service:		
Client name and number:		
Deadline:	Brief taken by:	
Team and roles:		

CAMPAIGN OVERVIEW

New campaign / Based on a previous campaign (please specify)

Campaign description:

Key communication objective:

Budget:

> Total budget:

> Budget for individual components (e.g. media):

How will the success of the campaign be measured?

Output requirement:

SITUATION ANALYSIS

Background: What is the current situation?

Future: Where do we want to be?

Competitors: Who are the major (and possibly minor) competitors? What are they doing right or wrong? What is their current marketing/promotion activity?

Who are we talking to? Demographics and psychographics.
(e.g. who are they? Why do they need this product or service? What do we know about them? How do they feel? What do they like? What motivates them?)

When and where will the target audience be receptive:

What response do you want from the key stakeholders? *(e.g. customers, prospects, employees, company management, shareholders, the media, the competition, etc.)*

Ways in:

CREATIVE DIRECTION

USP (unique selling point): What is the unique feature/benefit of the brand/product/service?

Idea: Is there a ground-breaking 'big idea'?

Proposition: What is the single-minded proposition which will drive the creative and capture the consumer?

Brand: What are the qualities, values, essence, and personality of the brand?

Company: What is the 'cultural attitude' or values of the company?

Tone: What tone/manner will fit this project?

Response: What do we want our target audience to:

> Think:

> Feel:

> Do:

Proof: What are the facts or research that will reinforce what we say?

Challenge: What could go wrong? What do we need to avoid?

Existing collateral: Are there any existing collateral/campaigns/websites/promotions that we should use as reference, or tie in with creatively?

Mandatories: (e.g. logos, colours, fonts, images, bylines, copy, etc.)

Content: Who will supply the following? When will they be supplied?

> images:

> Logos:

> Copy:

> Other:

Design direction from client (if any):

PRODUCTION & CHANNELS

Design and production timeline: Significant dates including first proof, sign-off, date to print, delivery/go live, etc.

Select the requirements:

Direct mail	Website / microsite / landing page	Book publishing
eDM / eNewsletter / email	App	Sponsorship
Point-of-sale	Podcast	Digital outdoor
Brochure	SMS/MMS promotion	Guerrilla marketing
Poster	Video game	Direct-response TV
Packaging	Social media set-up	Strategic retail alliances
TV commercial	Social media posts	Logistics
Radio commercial	Live media/theatre	**OTHER (please list):**
Digital advertising	Outdoor broadcast TV	
Social media advertising	Experiential advertising/marketing	
Print advertising	Sampling	
OOH (out-of-home) advertising	Stunts	
Cinema advertising	PR	
Ambient advertising	Project management	
	Event management	

Printed material:

> Job title:

> No. pages (single / double-sided):

> Size:

> No. colours:

> Quantity(s):

> Stock/substrate:

> Special finishing: (incl. drilling, die cutting, laminating, foiling, etc.)

> Binding:

> Delivery date:

> Delivery address/contact details:

Media:

> Commercial: **Yes/No   15"/30"/60"/other**   No. versions required: For TV/YouTube/Other:

> Radio advertisement: **Yes/No   15"/30"/60"/other**   No. versions required:

> Out of home advertising: **Yes/No**   Details:

> Printed ads: **Yes/No**   Details (incl. publications and sizes):

> Other:

Social Media Ads:

> Web ads: **Yes/No**   No. versions required: Detail:

> Facebook ads: **Yes/No**   No. versions required: Detail:

> Other:

Web and/or app requirements:

> Website: **Yes/No**   Details:

> Microsite: **Yes/No**   Details:

> Landing page: **Yes/No**   Details:

> App: **Yes/No**   Details:

> Other:

NOTES