**[Company name]**

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Add or remove table rows to fit your needs. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

# Marketing Campaign Brief

*This brief gives everyone working on [Campaign name] the same understanding of what the campaign must achieve, who it is for, what it must say, and what success looks like. No creative or media work should start until this brief has been approved.*

## 1. Campaign summary

**Campaign name:** [Campaign name]

**Product, service, or cause promoted:** [Product, service, or cause promoted by this campaign]

**Campaign owner:** [Full name and job title of the campaign owner]

**Campaign start date:** [Campaign start date]

**Campaign end date:** [Campaign end date]

**Campaign status:** [Campaign status: draft, approved, or in progress]

## 2. Background and business challenge

[Description of the business situation behind this campaign]. [Description of the problem this campaign must solve or the opportunity it must capture]. [Description of what has been tried before and what was learned from it].

## 3. Objectives

**Primary objective:** [Primary campaign objective, stated as a measurable outcome]

Supporting objectives:

- [Supporting campaign objective 1]
- [Supporting campaign objective 2]
- [Supporting campaign objective 3]

## 4. Target audience

**Primary audience:** [Description of the primary target audience]

**Secondary audience:** [Description of the secondary target audience, if any]

**Audience need or problem:** [Need or problem the audience has that this campaign addresses]

**What the audience currently believes or does:** [What the audience currently believes or does]

**What the campaign must change:** [Belief, attitude, or behaviour this campaign must change]

**Barriers to action:** [Barriers that may stop the audience from acting]

## 5. Key message and creative direction

**Single key message:** [Single key message the audience should take away, in one sentence]

Supporting points:

## [Company name]

- [Supporting message point 1]
- [Supporting message point 2]
- [Supporting message point 3]

Proof points that support the message:

- [Proof point 1: fact, result, or detail that supports the key message]
- [Proof point 2: fact, result, or detail that supports the key message]

**Tone of voice for this campaign:** [Tone of voice to use in this campaign]

**Call to action:** [Call to action the audience is asked to take]

### 6. Mandatories and constraints

- Must include: [Item, claim, or asset that must appear in campaign material]
- Must avoid: [Item, claim, or wording that must not appear in campaign material]
- Legal or regulatory requirement: [Legal or regulatory requirement affecting this campaign]
- Approval required from: [Full name and job title of the person whose approval is required]

### 7. Channels and deliverables

| Channel or platform type | Format | Deliverable | Due date | Owner |
|---|---|---|---|---|
| [Channel or platform type 1] | [Format for deliverable 1] | [Deliverable 1] | [Due date for deliverable 1] | [Full name of the owner of deliverable 1] |
| [Channel or platform type 2] | [Format for deliverable 2] | [Deliverable 2] | [Due date for deliverable 2] | [Full name of the owner of deliverable 2] |
| [Channel or platform type 3] | [Format for deliverable 3] | [Deliverable 3] | [Due date for deliverable 3] | [Full name of the owner of deliverable 3] |

### 8. Budget

| Cost item | Planned amount | Notes |
|---|---|---|
| [Cost item 1] | [Planned amount for cost item 1] | [Notes on cost item 1] |
| [Cost item 2] | [Planned amount for cost item 2] | [Notes on cost item 2] |
| [Cost item 3] | [Planned amount for cost item 3] | [Notes on cost item 3] |
| Total campaign budget | [Total campaign budget] | [Notes on the total campaign budget] |

### 9. Timeline and milestones

| Milestone | Due date | Owner |
|---|---|---|
| [Milestone 1] | [Due date for milestone 1] | [Full name of the owner of milestone 1] |
| [Milestone 2] | [Due date for milestone 2] | [Full name of the owner of milestone 2] |
| [Milestone 3] | [Due date for milestone 3] | [Full name of the owner of milestone 3] |

| | | |
|---|---|---|
| Campaign launch | [Campaign launch date] | [Full name of the campaign launch owner] |
| Campaign review | [Campaign review date] | [Full name of the campaign review owner] |

## 10. How success will be measured

| Measure | Target | How it will be measured |
|---|---|---|
| [Success measure 1] | [Target for success measure 1] | [How success measure 1 will be measured] |
| [Success measure 2] | [Target for success measure 2] | [How success measure 2 will be measured] |
| [Success measure 3] | [Target for success measure 3] | [How success measure 3 will be measured] |

**Reporting frequency:** [How often campaign results will be reported]

**Decision rule if targets are missed:** [Action to take if campaign targets are missed]

## Sign-off

**Prepared by:** [Full name and job title of the person who prepared this document]

**Date prepared:** [Date this document was prepared]

**Approved by:** [Full name and job title of the person who approved this document]

**Date approved:** [Date this document was approved]