Ashford Business Services Ltd

Marketing Campaign Brief

This brief gives everyone working on Sarah Mitchell 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: Sarah Mitchell

Product, service, or cause promoted: Product, service, or cause promoted by this campaign

Campaign owner: James Patel

Campaign start date: 9 November 2026

Campaign end date: 9 November 2026

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 as agreed at the meeting.

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: 14 Oakfield Road, Birmingham B17 9JH

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:

- 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 as agreed at the meeting.
- Proof point 2: fact, result, or detail that supports the key message as agreed at the meeting.

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 as agreed at the meeting.

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: Sarah Mitchell

7. Channels and deliverables

Channel or platform type	Format	Deliverable	Due date	Owner
Channel or platform type 1	Format for deliverable 1	Deliverable 1	23 November 2026	James Patel
Channel or platform type 2	Format for deliverable 2	Deliverable 2	23 November 2026	James Patel
Channel or platform type 3	Format for deliverable 3	Deliverable 3	23 November 2026	James Patel

8. Budget

Cost item	Planned amount	Notes
£45.00	£45.00	£45.00
£45.00	£45.00	£45.00
£45.00	£45.00	£45.00
Total campaign budget	£45.00	£45.00

9. Timeline and milestones

Milestone	Due date	Owner
Milestone 1	23 November 2026	James Patel
Milestone 2	23 November 2026	James Patel
Milestone 3	23 November 2026	James Patel
Campaign launch	9 November 2026	James Patel
Campaign review	9 November 2027	James Patel

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 as agreed at the meeting.

Sign-off

Prepared by: Sarah Mitchell

Date prepared: 9 November 2026

Approved by: Sarah Mitchell

Date approved: 9 November 2026