

BRAND CAMPAIGN BRIEF TEMPLATE

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CLIENT

CAMPAIGN NAME	
CLIENT NAME	
BRAND	
PRODUCT / SERVICE	
CONTACT INFO	
NAME	
PHONE	
EMAIL	
MAILING ADDRESS	
DOCUMENT INFO	
DATE	AUTHOR

CAMPAIGN

PURPOSE | why?

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OPPORTUNITY | ultimate impact?

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ELEMENTS

what are the fundamental components of the campaign?

OBJECTIVE

what does the campaign work to achieve?

TARGET AUDIENCE

CAMPAIGN TARGET | who are we trying to reach?

BRAND TARGET | who does the brand speak to?

RESOURCES AND BUDGET

RESOURCE	DESCRIPTION	BUDGET
People		
Tools		

ATTITUDE

CAMPAIGN TONE | what traits are we trying to convey?

BRAND PERSONALITY | what characteristics define the brand?

MESSAGE

THE TAKEAWAY | what is the key idea to be remembered?

TAG LINE | prepared copy, key words, or theme

MARKETING CHANNELS

CHANNEL	GOAL	TIMELINE
Social Media		
Email		

FURTHERMORE

Include any additional critical information

COMMENTS AND APPROVAL

CLIENT CONTACT NAME AND TITLE

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COMMENTS

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DATE		SIGNATURE	
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