CAMPAIGN BRIEF TEMPLATE

Campaign name:
_____

Project lead:
_____

Launch date:
_____

End date:
_____

Background/Rationale:

Campaign SMART objective:

Campaign audience:

PRIMARY AUDIENCE

SECONDARY AUDIENCE

Key message:

Channels:
- ☐ Email
- ☐ Organic social
- ☐ Paid social
- ☐ Paid search
- ☐ Programmatic/Display
- ☐ Website
- ☐ Events
- ☐ Partnerships
- ☐ Influencers
- ☐ Other

Offer/Call to action:

Budget/Flighting:

Timeline/Milestones:

KPIS/Success metrics: