Campaign Brief

Campaign name _____ **Owner** _____

Launch date _____ **End date** _____

Budget $ _____ **Approver** _____

1. Background

[Why are we running this campaign now? What problem or opportunity is it addressing?]

2. Objective

[One SMART objective, e.g. generate 400 new email sign-ups from first-time customers between April 1 and May 15.]

3. Target audience

Who _____

What they care about _____

What they think now _____

What we want them to think / do _____

4. Key message

[The single most important thing we want the audience to take away, in one sentence.]

Reasons to believe _____

Offer _____

Call to action _____

5. Channels and deliverables

Channel	Deliverable	Owner	Due

6. Budget breakdown

Item	Amount
Total	

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Item	Amount
Total	

7. Measurement

KPI	Target	How measured

8. Mandatories and risks

[Brand rules, legal disclaimers, accessibility requirements, things to avoid, known risks.]