Campaign brief template

This template gathers in one place what you need when you brief an agency, a partner or your own team on a campaign. Short answers to the questions under each heading are enough, and where you're unsure you can leave a gap or write your best guess. The clearer the brief, the faster and more accurate the plan.

Brand _____ Project name _____

Date _____ Prepared by _____

1. Brand and product

Which brand, product or service is the campaign for?
How would you describe it in one sentence, and what sets it apart from competitors?

2. Goal

What do you want this campaign to change: awareness, consideration, sales or visits?
When it's over, how will you know it worked?

3. Target audience

Who do you want to reach? Describe them by age, location, job, interests or buying habits.
What do these people think or know about your brand today?

4. Message

If people remember just one thing from the campaign, what should it be?
What proof or reason backs that message up?

5. Budget range

Roughly what budget range have you set aside for the campaign?
Does it include production, agency fees and taxes?

6. Timing

When should the campaign start and end?
Are there dates you can't miss, such as a launch, a trade fair or a season?

7. Channel preferences and constraints

Are there channels you definitely want to use, or definitely want to avoid?
What legal, industry or company constraints apply?

8. Success measures

Which indicators will you track: reach, awareness, clicks, conversions, sales?
Do you have data from past campaigns we can compare against?

9. Competitors

Who are your main competitors, and where and how do they advertise?
Are there campaigns you admire, or ones you'd rather not resemble?

10. Creative requirements

Which brand identity elements, logos, colours, fonts or images must be used?
Is there existing material, or does everything need to be made from scratch?

11. Approval process

Who will approve the creative and the plan, and who makes the final call?
How much time should we allow for approvals?

12. Contact person

Who will be our day-to-day contact for this campaign? Add name, title, email and phone.