**Marketing Campaign
Creative Brief Template**

CLIENT

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

# CAMPAIGN

|  |
| --- |
| **PURPOSE |** Why? |
|  |

|  |
| --- |
| **OPPORTUNITY |** Ultimate impact? |
|  |

# 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 |  |  |
| Other |  |  |
| Other |  |  |

# 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 remember? |
|  |

|  |
| --- |
| **TAG LINE |** Prepared copy, key words, or theme |
|  |

# MARKETING CHANNELS

|  |  |  |
| --- | --- | --- |
| **CHANNEL** | **GOAL** | **TIMELINE** |
| Social Media |  |  |
| Email |  |  |
| Other |  |  |
| Other |  |  |

# FURTHERMORE

|  |
| --- |
| Include any additional critical information |
|  |

# COMMENTS AND APPROVAL

|  |
| --- |
| **CLIENT CONTACT NAME AND TITLE** |
|  |

|  |
| --- |
| **COMMENTS** |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| **DATE** |  | **SIGNATURE** |  |

|  |
| --- |
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