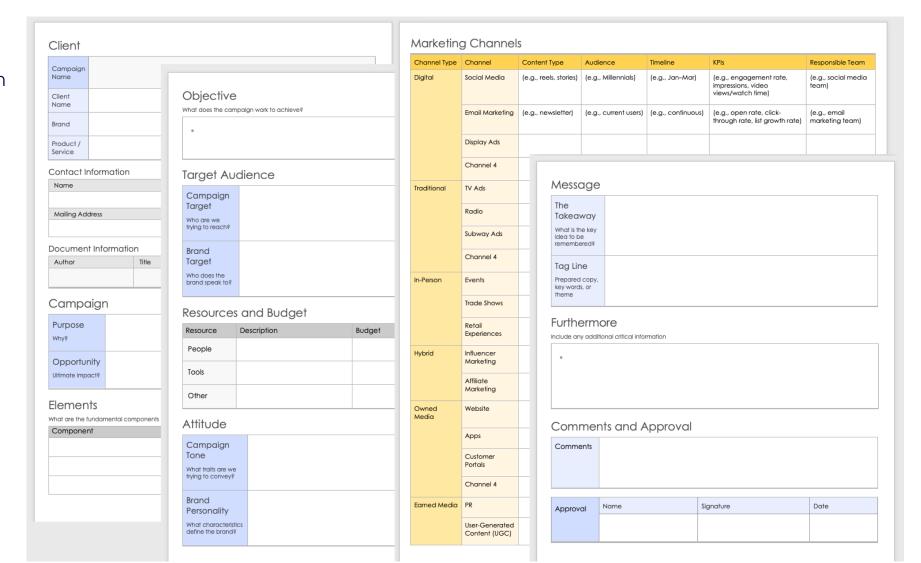
Integrated Marketing Campaign Brief Template

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Integrated Marketing Campaign Brief

Client

Campaign Name	
Client Name	
Brand	
Product / Service	

Contact Information

Name	Email	Phone
Mailing Address		

Document Information

Author	Title	Date

Campaign

Purpose	
Why?	
Opportunity	
Ultimate impact?	

Elements

What are the fundamental components of the project?

Component	Time Frame
Objective What does the campaign work to achieve?	
what does the campaigh 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

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 Type	Channel	Content Type	Audience	Timeline	KPIs	Responsible Team
Digital	Social Media					
	Email Marketing					
	Display Ads					
	Channel 4					
Traditional	TV Ads					
	Radio					
	Subway Ads					
	Channel 4					

Channel Type	Channel	Content Type	Audience	Timeline	KPIs	Responsible Team
In-Person	Events					
	Trade Shows					
	Retail Experiences					
Hybrid	Influencer Marketing					
	Affiliate Marketing					
Owned Media	Website					
	Apps					
	Customer Portals					
	Channel 4					

Channel Type	Channel	Content Type	Audience	Timeline	KPIs	Responsible Team
Earned Media	PR					
	User-Generated Content (UGC)					

Furthermore Include any additional critical information Comments and Approval Comments Signature Name Date Approval

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