

Marketing Campaign Briefing Template

Background

Summary and Background info on the campaign and product, service, offer or other to which it relates

Why do you want to do this activity?

Summarise why you believe this activity is required.

Business Objectives:

What does success look like in terms of commercials – leads and enquiries / registrations / sales / cost reduction/ other?

Communications Objectives:

What do you hope to achieve from your communications activity in terms of calls to action, brand positioning and so on?

Target Audience

Who is your target audience for this campaign – by role, segments, and so on

Key Messages:

What are the key messages you believe you need to communicate and why?

Do you have supporting evidence – case studies, research stats and so on?

Your Competitors

Who are your main competitors and what are your differentiating factors?

Your USP

What makes you different and why?

Do you have supporting evidence – case studies, research stats and so on?

**Budget**

What is the available and signed off budget for this activity?

Brand Guidelines

Always refer to Brand Guidelines!

Timings

When do you want this campaign live? What are the dates on the critical path that are important to achieving this?

Is this a short tactical campaign or more long term / ongoing