

## **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*