

# CAMPAIGN NAME

LOGO

Product	Owner	Budget	Timings
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## STRATEGY

Background to brief	Why are we doing this?
Objective	What do you want the campaign to achieve – use SMART objectives
Target Audience	Refer to Customer Personas
Insight	Any research or data that will provide insights to the campaign
Desired response	KPIs
Channel/s	List channels the campaign will be live on

## CREATIVE OUTLINE

Single Minded Proposition	The most important thing you can say about the brand or product
Reasons to believe	Supporting evidence to your Single Minded Proposition. Why buy?
Tone of voice	What's your brand personality?
Mandatories	Specific inclusions

## SPECIFICS

Deliverables & Specs
What does success look like?