**ADVERTISING AGENCY
SCOPE OF WORK TEMPLATE EXAMPLE**

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| --- | --- |
| **PROJECT ID NO.** | **DATE**  |
| 1234 | MM/DD/YY |
| **CREATED BY** |
| Romy Bailey, Project Manager |

## 1. PROJECT SUMMARY

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| Project “Positive Charge” - Launching a nationwide awareness campaign for Positive Charge's new EV charging stations. |

## 2. OBJECTIVES

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| Increase brand recognition by 30% and user sign-ups by 20% within six months. |

## 3. TARGET AUDIENCE

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| EV owners aged 30-50, eco-conscious, tech-savvy, and in urban areas |

## 4. CREATIVE REQUIREMENTS

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| Development of a series of engaging infographics and short videos showcasing the convenience and network of Positive Charge stations. |

## 5. MEDIA PLAN

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| --- | --- |
| **CHANNELS** | **CONTENT PLAN** |
| PLATFORM A | Digital ads on environmental blogs |
| PLATFORM B | Social media sponsored posts |
| PLATFORM C | Presence on automotive apps |
| PLATFORM D |  |
| PLATFORM E |  |
| PLATFORM F  |  |
| OTHER |  |

## 6. TIMELINE

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| --- | --- | --- |
| **KEY DATES**  | **DURATION** | **DESCRIPTION** |
| MM/DD/YY | 3-months | A 3-month campaign starting with a teaser phase in the first month, followed by a major push in month two, and retargeting in the final month. |
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## 7. BUDGET

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| **FUNDS** | **ALLOCATED TO** | **DESCRIPTION** |
| $2500.00 | Development | Allocation of funds to creative development. |
| $1500.00 | Purchasing | Allocation of funds to media buying. |
| $3000.00 | Research | Allocation of funds to campaign analytics. |
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## 8. DELIVERABLES

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| --- | --- | --- | --- |
| **DELIVERABLE** | **DESCRIPTION** | **DUE DATE** | **RESPONSIBLE PARTY** |
| Social media | Ten social media posts per month | MM/DD/YY | Lori G. |
| Video | Two promotional videos | MM/DD/YY | Romy B. |
| Reports | Monthly performance reports | MM/DD/YY | Romy B. |
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## 9. PERFORMANCE METRICS

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| Tracking website traffic, conversion rates, social media engagement, and charge station usage increase. |

## 10. TERMS AND CONDITIONS

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| Payment milestones tied to deliverables, data privacy agreement for user analytics, and specifics of post-campaign support. |

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