ADVERTISING AGENCY SCOPE OF WORK TEMPLATE

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PROJECT ID NO.	DATE
CREATED BY	
1. PROJECT SUMMARY	
2. OBJECTIVES	
3. TARGET AUDIENCE	
o. I TROUBLE TO BE IN THE SECOND SECO	

4. CREATIVE REQUIR	REMENTS	
5. MEDIA PLAN		
CHANNELS	CONTENT PLAN	
6. TIMELINE		
KEY DATES	DURATION	DESCRIPTION

7. BUDGET

FUNDS	ALLOCATED TO	DESCRIPTION

8. DELIVERABLES

DELIVERABLE	DESCRIPTION	DUE DATE	RESPONSIBLE PARTY

9. PERFORMANCE METR	ICS	
10. TERMS AND CONDIT	IONS	

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