**ADVERTISING AGENCY
SCOPE OF WORK TEMPLATE**

|  |  |
| --- | --- |
| **PROJECT ID NO.** | **DATE**  |
| 0000 | MM/DD/YY |
| **CREATED BY** |
| Name, Title |

## 1. PROJECT SUMMARY

|  |
| --- |
| Outline the campaign’s purpose. |

## 2. OBJECTIVES

|  |
| --- |
| Specify goals to be achieved. |

## 3. TARGET AUDIENCE

|  |
| --- |
| Demographics and psychographics of the intended audience. |

## 4. CREATIVE REQUIREMENTS

|  |
| --- |
| Details on creative content. |

## 5. MEDIA PLAN

|  |  |
| --- | --- |
| **CHANNELS** | **CONTENT PLAN** |
| PLATFORM A | Outline channels and placement of advertisements. |
| PLATFORM B |  |
| PLATFORM C |  |
| PLATFORM D |  |
| PLATFORM E |  |
| PLATFORM F  |  |
| OTHER |  |

## 6. TIMELINE

|  |  |  |
| --- | --- | --- |
| **KEY DATES**  | **DURATION** | **DESCRIPTION** |
| MM/DD/YY | X months | Describe key dates, campaign duration, and milestones. |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## 7. BUDGET

|  |  |  |
| --- | --- | --- |
| **FUNDS** | **ALLOCATED TO** | **DESCRIPTION** |
| $0.00 | Item | Describe the breakdown of the campaign budget. |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## 8. DELIVERABLES

|  |  |  |  |
| --- | --- | --- | --- |
| **DELIVERABLE** | **DESCRIPTION** | **DUE DATE** | **RESPONSIBLE PARTY** |
| Tangible items to be delivered. | Description | MM/DD/YY | Name |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## 9. PERFORMANCE METRICS

|  |
| --- |
| Criteria for measuring campaign success. |

## 10. TERMS AND CONDITIONS

|  |
| --- |
| Payment terms, confidentiality agreements, and project boundaries. |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |