**ADVERTISING CAMPAIGN
BRIEF TEMPLATE**

|  |  |
| --- | --- |
| CLIENT OVERVIEW |  |
|  |
| PROJECT NAME |  |
|  |
|  |  |
| Client Name(xxx) xxx-xxxxEmailCompanyAddress Line 1Address Line 2Address Line 3 | Your Company Name(xxx) xxx-xxxxEmailCompanyAddress Line 1Address Line 2Address Line 3 |
| PROJECT |  |  |
| PURPOSE AND SUMMARY |
|  |
| OBJECTIVES |
| WHAT DOES THE PROJECT WORK TO ACHIEVE? |
|  |
| TARGET AUDIENCE |  |  |
| WHO ARE WE TRYING TO REACH? |
|   |
| ADVERTISING STRATEGY |  |  |
| DESCRIBE THE ADVERTISING STRATEGY IN DETAIL. |
|  |
| ATTITUDE |  |  |
| STYLE AND TONE |
|  |
| SCHEDULE |  |  |
| PROJECTED TIMELINE, IMPORTANT DATES, AND DEADLINES |
| * Date
* Date
* Date
 |
| BUDGET |  |  |
|  |
| COMPETITION |  |  |
| WHO ARE OUR COMPETITORS? |
|  |
|  |  |  |
| DELIVERABLES  |  |  |
| IDENTIFY AND DESCRIBE PROJECT DELIVERABLES. |
|  |
| COMMENTS |  |  |
|   |

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