

# ADVERTISING CAMPAIGN BRIEF TEMPLATE

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## CLIENT OVERVIEW

## PROJECT NAME

## 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

## BUDGET

## COMPETITION

WHO ARE OUR COMPETITORS?

## DELIVERABLES

IDENTIFY AND DESCRIBE PROJECT DELIVERABLES.

## COMMENTS

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