

# ADVERTISING AGENCY SCOPE OF WORK TEMPLATE EXAMPLE

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PROJECT ID NO.	DATE
1234	MM/DD/YY
CREATED BY	
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## 1. PROJECT SUMMARY

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

## 2. OBJECTIVES

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

## 3. TARGET AUDIENCE

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

## 4. CREATIVE REQUIREMENTS

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

## 5. MEDIA PLAN

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

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.



## 9. PERFORMANCE METRICS

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

## 10. TERMS AND CONDITIONS

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

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