**[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11936&utm_source=template-word&utm_medium=content&utm_campaign=Advertising+Agency+Scope+of+Work-word-11936&lpa=Advertising+Agency+Scope+of+Work+word+11936)[](https://www.smartsheet.com/try-it?trp=11358&utm_source=integrated+content&utm_campaign=/content/construction-scope-of-work-templates&utm_medium=Sample+Scope+of+Work+doc+11358&lpa=Sample+Scope+of+Work+doc+11358&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)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. |

|  |
| --- |
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