

Integrated Marketing Campaign Brief Template



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Client <table border="1"> <tr><td>Campaign Name</td><td></td></tr> <tr><td>Client Name</td><td></td></tr> <tr><td>Brand</td><td></td></tr> <tr><td>Product / Service</td><td></td></tr> </table>		Campaign Name		Client Name		Brand		Product / Service		Objective What does the campaign work to achieve? .								
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Marketing Channels						
Channel Type	Channel	Content Type	Audience	Timeline	KPIs	Responsible Team
Digital	Social Media	(e.g., reels, stories)	(e.g., Millennials)	(e.g., Jan-Mar)	(e.g., engagement rate, impressions, video views/watch time)	(e.g., social media team)
	Email Marketing	(e.g., newsletter)	(e.g., current users)	(e.g., continuous)	(e.g., open rate, click-through rate, list growth rate)	(e.g., email marketing team)
	Display Ads					
	Channel 4					
Traditional	TV Ads					
	Radio					
	Subway Ads					
	Channel 4					
In-Person	Events					
	Trade Shows					
	Retail Experiences					
	Channel 4					
Hybrid	Influencer Marketing					
	Affiliate Marketing					
	Channel 4					
	Channel 4					
Owned Media	Website					
	Apps					
	Customer Portals					
	Channel 4					
Earned Media	PR					
	User-Generated Content (UGC)					

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Integrated Marketing Campaign Brief

Client

Campaign Name	
Client Name	
Brand	
Product / Service	

Contact Information

Name	Email	Phone
Mailing Address		

Document Information

Author	Title	Date

Campaign

Purpose Why?	
Opportunity Ultimate impact?	

Elements

What are the fundamental components of the project?

Component	Time Frame

Objective

What does the campaign work to achieve?

Target Audience

<p>Campaign Target</p> <p>Who are we trying to reach?</p>	
<p>Brand Target</p> <p>Who does the brand speak to?</p>	

Resources and Budget

Resource	Description	Budget

Attitude

<p>Campaign Tone</p> <p>What traits are we trying to convey?</p>	
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Message

<p>The Takeaway</p> <p>What is the key idea to be remembered?</p>	
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Furthermore

Include any additional critical information

Comments and Approval

Comments	
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Approval	Name	Signature	Date

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