**[](https://www.smartsheet.com/try-it?trp=12312&utm_source=template-word&utm_medium=content&utm_campaign=Integrated+Marketing+Campaign+Brief-word-12312&lpa=Integrated+Marketing+Campaign+Brief+word+12312)Integrated Marketing   
Campaign Brief Template**

# 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

|  |  |
| --- | --- |
| Campaign Target Who are we trying to reach? |  |
| Brand Target Who does the brand speak to? |  |

# Resources and Budget

|  |  |  |
| --- | --- | --- |
| Resource | Description | Budget |
| People |  |  |
| Tools |  |  |
| Other |  |  |
| Other |  |  |

# Attitude

|  |  |
| --- | --- |
| Campaign Tone What traits are we trying to convey? |  |
| Brand Personality What characteristics define the brand? |  |

# Message

|  |  |
| --- | --- |
| The Takeaway What is the key idea to be remembered? |  |
| Tag Line Prepared copy, key words, or theme |  |

# 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 |  |  |  |  |  |
| Hybrid | Influencer Marketing |  |  |  |  |  |
|  | Affiliate Marketing |  |  |  |  |  |
| Owned Media | Website |  |  |  |  |  |
|  | Apps |  |  |  |  |  |
|  | Customer Portals |  |  |  |  |  |
|  | Channel 4 |  |  |  |  |  |
| Earned Media | PR |  |  |  |  |  |
|  | User-Generated Content (UGC) |  |  |  |  |  |

# Furthermore

Include any additional critical information

|  |
| --- |
|  |

# Comments and Approval

|  |  |
| --- | --- |
| Comments |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Approval | Name | Signature | Date |
|  |  |  |

|  |
| --- |
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