Campaign brief

01 / Purpose & audience

Set the direction before planning the channels.

FICTIONAL EXAMPLE — every name, figure and claim is invented; not evidence.

01 Client / campaign

Brewhaus Coffee — "Wake Up to Better" Spring Launch

02 Product, service or offer

New line of organic single-origin espresso pods, compatible with Nespresso machines. Available online and in Waitrose from March.

03 Business objective

Drive 5,000 first-time online orders in the first 8 weeks after launch, supporting the wider goal of 15% revenue from DTC by end of Q2.

04 Priority audience

Urban professionals aged 28–45 who already buy premium coffee, own a pod machine, and would pay more for organic and traceable sourcing. Secondary: gift buyers ahead of Mother's Day.

05 Conversion action / CTA

"Order your starter box" — a discounted taster pack of 4 origins.

Campaign brief

02 / Offer, message & channels

Connect the audience, the promise and the route to conversion.

FICTIONAL EXAMPLE — every name, figure and claim is invented; not evidence.

06 Conversion destination

brewhaus.co/starter — dedicated landing page with flavour quiz, reviews, and one-click checkout.

07 Offer and terms

Starter box £12.99 (normally £18). Free delivery. No subscription required. Offer runs for 8 weeks or while stock lasts.

08 Key message

Life's too short for bad pod coffee. Brewhaus espresso pods taste like they were ground ten seconds ago — because the beans were roasted last week, not last year.

09 Supporting evidence

Great Taste Award 2025 (two stars). "Best pod coffee we've tested" — Good Housekeeping, January 2026. 4.8-star average from 1,200 Trustpilot reviews. Organic Soil Association certified.

10 Channels and their roles

Paid social (Meta + TikTok): awareness and first click. Paid search (Google): capture intent for "best coffee pods" and brand terms. Email: nurture early sign-ups and convert abandoned carts. PR: product reviews and founder story for food/lifestyle press.

Campaign brief

03 / Delivery & measurement

Define the work, investment, dates and evidence of success.

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11 Deliverables and variants

Paid social: 6 x video (15s + 30s), 4 x static, 2 x carousel. Paid search: responsive search ads, 3 ad groups. Email: welcome series (3 emails), cart abandonment (2), launch announcement (1). Landing page: 1 hero page + 1 quiz variant.

12 Budget and currency

£45,000 GBP total. Media spend £30,000. Production £10,000. Agency fee £5,000. Budget split: social 50%, search 30%, email 10%, contingency 10%.

13 Timing and milestones

Brief approval: 10 Jan. Creative review: 24 Jan. Asset delivery: 7 Feb. Soft launch (email list): 14 Feb. Full launch: 1 Mar. Campaign ends: 26 Apr. Post-campaign report: 10 May.

14 KPI, target and measurement

Primary: online starter box orders (target 5,000). Secondary: cost per acquisition under £6, email list growth of 8,000. Measured via GA4 e-commerce tracking and Shopify order reports.

15 Tracking and attribution

UTM parameters on all paid links. Meta Pixel and TikTok Pixel on landing page. Google Ads conversion tag. GA4 data-driven attribution. Weekly dashboard in Looker Studio.

Campaign brief

04 / Guardrails & approvals

Make responsibilities and constraints explicit before launch.

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16 Brand rules and constraints

Use brand green (#2D5F2D) and cream (#FFF8E7). Founders may appear in video but not in static ads. Never claim "healthier" without qualification. Competitors must not be named. All copy in British English.

17 Approval owner and process

Creative: Head of Marketing (Sarah Chen) approves concepts and final assets. Media plan: Marketing Director (James Okoro) approves budgets. Copy: Brand Manager (Priya Shah) signs off. Turnaround: 2 working days per round.

18 Lead qualification and handoff

Not applicable — DTC e-commerce, no sales handoff. Abandoned-cart emails trigger after 1 hour with a 10% discount code (single use). Repeat purchasers flagged for subscription upsell after second order.

Before this brief becomes a commitment

- [ ] Confirm the facts, commercial terms and budget with the client.
- [ ] Agree the primary KPI, tracking setup and approval owner.
- [ ] Resolve “To confirm” items; keep assumptions separate from facts.
- [ ] Export and save the agreed version before closing the generator.

A planning resource, not external verification, client approval or legal advice.