Campaign brief

01 / Purpose & audience

Set the direction before planning the channels.

Type into the fields, save a copy, or print and write. Mark gaps “To confirm”.

01 Client / campaign

Client name and campaign name

02 Product, service or offer

What the campaign promotes — product, service, event, or offer

03 Business objective

The measurable business outcome this campaign supports

04 Priority audience

Who the campaign must reach and why they matter

05 Conversion action / CTA

What you want the audience to do — click, sign up, buy, call

Campaign brief

02 / Offer, message & channels

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

Type into the fields, save a copy, or print and write. Mark gaps “To confirm”.

06 Conversion destination

Where the CTA leads: landing page, form, phone number, app store

07 Offer and terms

Any offer, discount, trial, or conditions — including expiry

08 Key message

The single most important message the audience should take away

09 Supporting evidence

Stats, testimonials, case studies, or proof points behind the message

10 Channels and their roles

Which channels and what each one is responsible for in the funnel

Campaign brief

03 / Delivery & measurement

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

Type into the fields, save a copy, or print and write. Mark gaps “To confirm”.

11 Deliverables and variants

Assets needed: formats, sizes, copy variants, translations

12 Budget and currency

Total budget, currency, split by media / production / agency if known

13 Timing and milestones

Key dates: brief approval, asset delivery, launch, campaign end

14 KPI, target and measurement

Primary KPI, target value, and how it will be measured

15 Tracking and attribution

UTM parameters, pixels, conversion events, attribution model

Campaign brief

04 / Guardrails & approvals

Make responsibilities and constraints explicit before launch.

Type into the fields, save a copy, or print and write. Mark gaps “To confirm”.

16 Brand rules and constraints

Mandatory brand guidelines, tone, colours, exclusions, legal

17 Approval owner and process

Who approves each stage, turnaround times, escalation path

18 Lead qualification and handoff

How leads are scored, where they go, SLA with sales or next step

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.