



Campaign Brief Template

Launch Better Campaigns With Clear Direction.
Stop confusing designers, copywriters, and media buyers.



Campaign Information



CAMPAIGN NAME

LAUNCH DATE

CLIENT

END DATE

PREPARED BY

BUDGET

Objectives & Targeting



Campaign Objective

(Select primary objective)

- ☐ Brand Awareness
- ☐ Lead Generation
- ☐ Sales
- ☐ Website Traffic
- ☐ Product Launch
- ☐ Retargeting



Target Audience

DEMOGRAPHIC	DETAILS
Age	
Gender	
Location	
Interests	

Core Message



MAIN MESSAGE (THE SINGLE MOST IMPORTANT TAKEAWAY)

SUPPORTING MESSAGES (PROOF POINTS, BENEFITS)

THE OFFER

CALL TO ACTION (CTA)

Creative & Channels



Creative Requirements

- Image Sizes (Specify ratios/dimensions)
- Videos (Length, format, aspect ratio)
- Landing Pages (Wireframes, existing URLs)
- Copy (Character limits, tone of voice)
- Graphics (Assets needed)
- Brand Guidelines (Link to assets)



Advertising Channels

Google Ads

Meta Ads

LinkedIn

Email

SMS

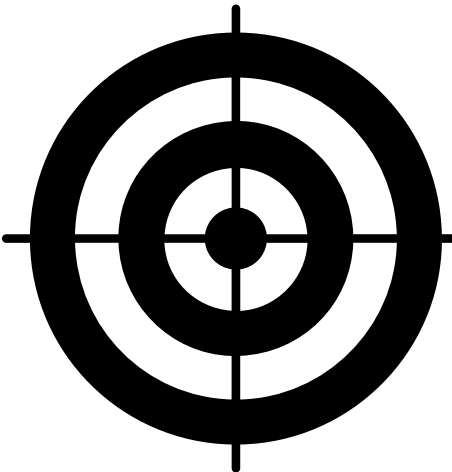
Organic

Deliverables & KPIs



Required Deliverables

- ☐ Ad Creatives
- ☐ Landing Pages
- ☐ Videos
- ☐ Carousels
- ☐ Blogs
- ☐ Emails



Target KPIs

METRIC	TARGET GOAL
CTR (Click-Through Rate)	
CPC (Cost Per Click)	
CPA (Cost Per Acquisition)	
ROAS (Return on Ad Spend)	
Revenue / Conversions	



Pre-Launch Checklist



- ☐ Copy Approved
- ☐ Design Approved
- ☐ Tracking Installed

- ☐ Landing Page Tested
- ☐ Pixels Verified
- ☐ Budget Approved

CAMPAIGN LIVE