

Campaign at a Glance		
Project Name		
Summary:		
Target Market:		
Approvals List who is involved in the approval process		
Budget		
Contact Details	Name	
	Position	
	Email address	
	Phone Number	

Schedule	Dates
Agency Briefing	
Agency Response	
Client Feedback	
Revisions	
Client Approvals	
Campaign Start	
Campaign Finish	

Campaign in Focus

BACKGROUND

Provide some background on the company and/or the project that you are briefing an agency/designer on.

What's going on in the market? What's the big idea/trend?

Who is this project talking to and what is the main thing you want to say?

TARGETMARKETINSIGHTS

Provide some insight into your target market/segment.

The more detailed the better. Go beyond age and sex (or company size and location for B2B) and explain how the audience currently thinks, feels and behaves in relation to the product/service, company brand and the overall product/service category.

Campaign in Focus

CAMPAIGN OBJECTIVES

Provide a concise statement of the objective of this work? What do you want your audience to do or think?

Provide specific numbers if it make sense

PRODUCT / OFFER INFORMATION

What is the offer/product being promoted?

SINGLE MINDED PROPOSITION/VALUE PROPOSITION/UNIQUE SELLING PROPOSITION

Many agencies will ask you for the above. What this means is:

“What’s the single most important thing to say?” OR “What’s the most compelling statement that can be made to achieve the objectives?”

Try to keep this down to a few sentences.

SUPPORTING REASONS

What else do you need to say and show to add credibility and compel the audience to take action? List all the major points in order of importance to your customer.

- Emotional Reasons
- Rational Reasons

ESSENTIAL INFORMATION

Include any legal disclaimer requirements or promotional licenses, terms & conditions. Other mandatories: e.g.

- Logo
- Website address

OTHER CONSIDERATIONS

Personal likes & dislikes

Taglines, company positioning statements Creative thought starters

Competitive campaigns

AGENCY DELIVERABLES

What you are expecting the agency/designer to deliver Artwork specifications