**[](https://www.smartsheet.com/try-it?trp=11936&utm_source=template-word&utm_medium=content&utm_campaign=Advertising+Agency+Campaign+Brief+Example-word-11936&lpa=Advertising+Agency+Campaign+Brief+Example+word+11936)ADVERTISING CAMPAIGN   
BRIEF TEMPLATE EXAMPLE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| CLIENT OVERVIEW | | | | |  | |
| Positive Charge is an electric vehicle (EV) charging station company based in California and founded to reduce the negative environmental impact of cars that rely on fossil fuels. | | | | | | |
| PROJECT NAME | | | | |  | |
| Maple Leaf Expansion Campaign | | | | | | |
|  | | | | |  | |
| P. Chacon (xxx) xxx-xxxx PchaconV@url.com  Positive Charge 1111 Central Ave  11th Floor  San Jose, California | | | | | A. Marx. (xxx) xxx-xxxx AMarx@url.com  Alpha Advertising 111 1st Ave Building 1A Seattle, Washington | |
| PROJECT |  | | |  | |
| PURPOSE AND SUMMARY | | | | | |
| Expand Positive Charge EV-charging stations beyond the United States into the Canadian market. | | | | | |
| OBJECTIVES | | |
| WHAT DOES THE PROJECT WORK TO ACHIEVE? | | | | | |
| Gain a foothold in the Canadian market by gaining 50% market awareness. Build charging stations in Vancouver, Montreal, Edmonton, and Toronto. | | | | | |
| TARGET AUDIENCE |  | | |  | |
| WHO ARE WE TRYING TO REACH? | | | | | |
| Primary demographic: 18 to 34-year-old Canadian electronic vehicle drivers  Secondary demographic: 18 to 64-year-old Canadians in the market for an electric vehicle. | | | | | |
| ADVERTISING STRATEGY |  | | |  | |
| DESCRIBE THE ADVERTISING STRATEGY IN DETAIL. | | | | | |
| Targeted social media, podcast, and television advertising | | | | | |
| ATTITUDE |  | | |  | |
| STYLE AND TONE | | | | | |
| Upbeat, fun, economical, and environmentally friendly | | | | | |
| SCHEDULE |  | | |  | |
| PROJECTED TIMELINE, IMPORTANT DATES, AND DEADLINES | | | | | |
| * Campaign Launch - November 11, 2027 * Positive Charge Online Analytics Update - December 2, 2027 * Benchmark Evaluation - January 28, 2028 | | | | | |
| BUDGET |  | | |  | |
| Between 3% to 5% of Positive Charge’s revenue | | | | | |
| COMPETITION |  | | |  | |
| WHO ARE OUR COMPETITORS? | | | | | |
| Electric I Charge Stations  Northern EV  EV/CA | | | | | |
|  |  | | |  | |
| DELIVERABLES | |  | |  | |
| IDENTIFY AND DESCRIBE PROJECT DELIVERABLES. | | | | | |
| Favorable performance customer satisfaction in Vancouver, Montreal, Edmonton, and Toronto.  Good performance in Google Analytics for Positive Charge’s social media presence in Canada attracts new clients. Use advertising and customer satisfaction KPIs to measure campaign effectiveness. | | | | | |
| COMMENTS |  | | |  | |
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