

ADVERTISING CAMPAIGN BRIEF TEMPLATE

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CLIENT OVERVIEW

PROJECT NAME

PROJECT

PURPOSE AND SUMMARY

OBJECTIVES

WHAT DOES THE PROJECT WORK TO ACHIEVE?

TARGET AUDIENCE

WHO ARE WE TRYING TO REACH?

ADVERTISING STRATEGY

DESCRIBE THE ADVERTISING STRATEGY IN DETAIL.

ATTITUDE

STYLE AND TONE

SCHEDULE

PROJECTED TIMELINE, IMPORTANT DATES, AND DEADLINES

BUDGET

COMPETITION

WHO ARE OUR COMPETITORS?

DELIVERABLES

IDENTIFY AND DESCRIBE PROJECT DELIVERABLES.

COMMENTS

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