

Paid Campaign Briefing Document

Campaign Name

Date

1. Background & Objectives

Background

Objectives

2. Target Audience

Description of Target Audience

Location

Age Range

3. Key Messages & Offer

Key Messages

Offer/CTA

4. Channels & Budget

Channels

Budget

5. Timelines

Start Date

End Date

6. Deliverables

What is required?

7. KPIs/M Measurement

How will success be measured?

8. Additional Notes