

# Programmatic DOOH Ad Brief

## 1. Campaign Overview

Campaign Name

Brand / Advertiser

Objectives / KPIs

Key Dates

## 2. Target Audience

Demographics

Audience Interests or Behaviors

Geography / Locations

Device Targeting (if any)

## 3. Creative Details

Creative Specs (size, format, length)

Creative Concept / Messaging

CTA (Call-to-Action)

Assets Provided / Needed

4. Media Details

Budget

Pacing / Flight Dates

Inventory Type / Screens

Dayparting / Scheduling

Measurement & Tracking Requirements

5. Notes & Special Instructions