

Reddit Promoted Post Campaign Brief

Campaign Name

Brand/Client

Product/Service

Objectives

What are the main goals for this campaign?

Target Audience

Who are we targeting?

Subreddits / Interests

Key Messaging

What are the key messages or CTAs?

Creative Assets

Copy

Visual/Image/GIFs

Flight Dates & Budget

Start Date

End Date

Budget

Success Metrics

How will success be measured?

Additional Notes

Other requirements or guidelines