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| {{PLACEHOLDER\_COMPANY\_LOGO}} | | |
| **Campaign Brief Creation Template** | | |
| Campaign Name | {{PLACEHOLDER\_CAMPAIGN\_NAME}} | |
| Campaign Type | {{PLACEHOLDER\_CAMPAIGN\_TYPE}} | |
| Brand | {{PLACEHOLDER\_BRAND\_NAME}} | |
| Business & Marketing Objectives: | {{PLACEHOLDER\_OBJECTIVES}} | |
| Target Audiences: | {{PLACEHOLDER\_AUDIENCE}} | |
| Channels: | {{PLACEHOLDER\_CHANNELS}} | |
| Campaign Duration | | Budget Allocation |
| {{PLACEHOLDER\_DURATION}} | | {{PLACEHOLDER\_BUDGET}} |
| Core Message & Positioning: | {{PLACEHOLDER\_CORE\_MESSAGE}} | |
| Email Subject Line: | {{PLACEHOLDER\_EMAIL\_SUBJECTLINE}} | |
| Email Content: | {{PLACEHOLDER\_EMAIL\_CONTENT}} | |
| Creative Assets Required: | {{PLACEHOLDER\_ASSETS}} | |
| Compliance, Legal & Brand Guidelines: | {{PLACEHOLDER\_COMPLIANCE}} | |
| Technical & Operational Requirements: | {{PLACEHOLDER\_TECHNICAL}} | |
| Measurement & Reporting: | {{PLACEHOLDER\_MEASUREMENT}} | |
| Historical Insights: | {{PLACEHOLDER\_INSIGHTS}} | |
| Roles & Responsibilities: | {{PLACEHOLDER\_ROLES}} | |
| Comments and Approval: |  | |