Template: Advertising Brief

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| **Project Title:** |  |
| **Job Number:** |  |
| **User:** |  |
| **Deadline:** |  |

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| **Project Overview**  *Summary*  *Provide details of the advert* |  |
| **Publication**  *State preferred publication*  *(Newspaper, Magazine, online, above the line, below the line)* |  |
| **Background**  *Provide relevant information about why this project is needed and what is the purpose of the project. Give any relevant reference to what has been done previously, what has worked well and what hasn’t.* |  |

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| **Target audience**  *Describe who the advert is targeted. Explain who they are, what are their problems and aspirations. Also, decide what actions are required from the target audience.* |  |
| **Timeline**  *Provide a detailed timeline of when the advert is needed.* |  |
| **Advert Dimensions:**  Width & Height |  |
| **Budget**  *Give details of the total budget availability and the budget line* |  |