CAMPAIGN BRIEF

Ministry/Department	Insert text
Ministry representative(s)	Insert text
Communications Coordinator	Insert text
Designation	Black
Graphic Designer	Insert text
Creative Director	Insert text
Brand Guide to follow	Insert text

Title	Insert text
Tagline	Insert text
Call to action and /slug	Insert text

Date(s) of event	Insert text
Dates for registration	Insert text
Dates for promotion	Insert text

File path	Insert text
Live stream?	If so, when and where?
On-site social?	If so, when and where?

MESSAGING STRATEGY

Context	This could include problems to solve, opportunities to seize, or other context to set the stage for our communication
Audience	Who are we trying to reach or serve? Paint a vivid picture of our intended target audience.
Single persuasive idea	What is the single idea that will persuade our audience to engage? The one idea that will reach our audience.
Key facts	What are 3 key facts support to support our persuasive idea? What proof can we give our audience to support the idea?
Title Only copy	Title
All Info copy	Title, tagline, date, and CTA
OTS copy	Title, tagline (when necessary), and URL

[TITLE OF CAMPAIGN]

Approved additional copy	The approved theme line or description that brings our messaging to life
Goals	This campaign will be a success if...

INSPIRATION FOR CONCEPTING

Scriptures	Insert text
Emotion or energy	What do you want the target audience to feel? Do you want the art to capture or evoke any specific emotions?
Styles or graphic elements	Do you have any specific styles, colors, or graphic elements in mind for this campaign?

VISUALS

Paste or link to images, videos, or any concepts or ideas that could serve as inspiration for this campaign.

CHANNEL PLAN

	Channel	Frequency	Ideas
	Promo Period:		
	Event page watermark.org/slug	Ministry coordinates	
	Homepage takeover	Could include video homepage	
Black Campaign	watermark.org/live		
	Print Watermark News		
	Watermark News extras	Story, tear-off section, takeover	
	Stage announcements	Leadership approval	
	Pre-roll	Static or animated	
	The Current	Confirmed, include lead or subject line	
	Watermark Instagram		
	Watermark Facebook		

Watermark Twitter		
Paid social		
Rock or MailChimp marketing email	Strategic cadence	
Rock text message		
Ministry channel(s)	Ministry coordinates	
Other channels		

ADDITIONAL CONTENT

Content	Content Specs
Stage graphics	Lower-thirds, over-the-shoulder, name plates, image background; production to confirm specs before tasking
Stage bumper	Production to confirm specs before tasking
Name tags	
Photography	Confirmed
T-shirt design	One
Articles	Watermark News, blog
Print piece	Booklet, grab card, other collateral
Environments	For designated events only
Signage	Simple, directional
Social film	
Bonus	

Black Campaign

REVIEW

How did the results compare to our goals?	Insert text
What worked well?	Insert text
What are our opportunities for improvement?	Insert text