

## **CAMPAIGN BRIEF**

<b>Ministry/Department</b>	
<b>Ministry Representative</b>	
<b>Communications Coordinator</b>	Laura Murray
<b>Service Designation</b>	Blue

<b>Title</b>	
<b>Tagline</b>	
<b>Call to action and /slug</b>	

<b>Date(s) of event</b>	
<b>Dates for promotion</b>	

<b>File path</b>	
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## **MESSAGING STRATEGY**

<b>Context</b>	
<b>Audience</b>	
<b>Single persuasive idea</b>	
<b>Key facts</b>	
<b>Pre-roll copy</b>	
<b>Approved additional copy</b>	
<b>Goals</b>	

## **INSPIRATION FOR CONCEPTING**

<b>Scriptures</b>	
<b>Emotion or energy</b>	
<b>Styles or graphic elements</b>	

## **VISUALS**

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

## CHANNEL PLAN

Blue Campaign	Channel	Frequency	Ideas
	Promo Period: [Dates]		
	metropolitanbible.church/[slug]		

ADDITIONAL CONTENT

Blue Campaign		