

[TITLE OF CAMPAIGN]

CAMPAIGN BRIEF

| | |
|-----------------------------------|-------------|
| Ministry/Department | Insert text |
| Ministry representative(s) | Insert text |
| Communications Coordinator | Insert text |
| Designation | Green |
| 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 |
|------------------|-------------|

| | |
|------------------------|-------|
| Title Only copy | Title |
|------------------------|-------|

[TITLE OF CAMPAIGN]

| | |
|--------------------------|--|
| All Info copy | Title, tagline, date, and CTA |
| OTS copy | Title, tagline (when necessary), and URL |
| Approved additional copy | Insert text |

CHANNEL PLAN

| Green Campaign | Channel | Frequency | Ideas |
|----------------------|--|----------------------|-------|
| Promo Period: | | | |
| | Event page watermark.org/slug | Ministry coordinates | |
| | Print Watermark News <i>As space allows</i> | | |
| | Pre-roll | | |
| | The Current <i>As space allows</i> | | |
| | Watermark Instagram <i>As space allows</i> | | |
| | Watermark Facebook <i>As space allows</i> | | |
| | Watermark Twitter <i>As space allows</i> | | |
| | Ministry channel(s) | Ministry coordinates | |
| | Other channels | | |