

## [TITLE OF CAMPAIGN]

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# CAMPAIGN BRIEF

<b>Ministry/Department</b>	Insert text
<b>Ministry representative(s)</b>	Insert text
<b>Communications Coordinator</b>	Insert text
<b>Designation</b>	Blue
<b>Brand Guide to follow</b>	Insert text

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

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

<b>File path</b>	Insert text
<b>Live stream?</b>	If so, where?

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# MESSAGING STRATEGY

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

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

## INSPIRATION FOR CONCEPTING

<b>Scriptures</b>	Insert text
<b>Emotion or energy</b>	What do you want the target audience to feel? Do you want the art to capture or evoke any specific emotions?
<b>Styles or graphic elements</b>	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.

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## CHANNEL PLAN

Blue Campaign	Channel	Frequency	Ideas
<b>Promo Period:</b>			
	Event page watermark.org/slug	Ministry coordinates	
	Print Watermark News		
	Pre-roll	Static or animated	
	The Current		
	Watermark Instagram		
	Watermark Facebook		
	Watermark Twitter		
	Rock marketing email	One per semester	
	Ministry channel(s)	Ministry coordinates	
	Other channels		

## ADDITIONAL CONTENT

	Content	Content Specs
Blue Campaign	Stage graphics	LED, lower-thirds, OTS, etc.
	Name tags	
	Photography	As available
	Bonus	