

[TITLE] // [MINISTRY]

CAMPAIGN BRIEF

Ministry/Department	
Ministry Representative	
Communications Coordinator	Laura Murray
Service Designation	Blue

Title	
Tagline	
Call to action and /slug	

Date(s) of event	
Dates for promotion	

File path	
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MESSAGING STRATEGY

Context	
Audience	
Single persuasive idea	
Key facts	
Pre-roll copy	
Approved additional copy	
Goals	

INSPIRATION FOR CONCEPTING

Scriptures	
Emotion or energy	
Styles or graphic elements	

VISUALS

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

[TITLE] // [MINISTRY]

CHANNEL PLAN

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

ADDITIONAL CONTENT

Blue Campaign		