

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
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Title Only copy	Title
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[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		