

CAMPAIGN BRIEF

Ministry/Department	Insert text
Ministry representative(s)	Insert text
Communications Coordinator	Insert text
Designation	Blue
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
Live stream?	If so, where?

MESSAGING STRATEGY

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

[TITLE OF CAMPAIGN]

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

INSPIRATION FOR CONCEPTING

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

CHANNEL PLAN

Blue Campaign	Channel	Frequency	Ideas
	Promo Period:		
	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

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