

Messaging Brief Template

Campaign Snapshot

- Campaign:
- Timeline:
- Primary audience:
- Secondary audience:

Anchor Message

One sentence that captures the story for the entire sprint.

Proof Points

1. Data/statistic:
2. Story/quote:
3. Callout of opposition or urgency:

Call to Action

- Primary CTA:
- Backup CTA:

Voice + Tone Notes

- e.g., “grounded in community wins,” “pair urgency with solutions,” etc.

Pre-approved Links & Assets

Asset	Location	Notes
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Approvals

Stage	Approver	SLA
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Copy		
Visual		