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

Approvals
Stage	Approver	SLA
Copy		
Visual		