**CAMPAIGN MAILING BRIEF**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| CONTACT DETAILS  |  |  | | --- | --- | | Contact Name: |  | | Campaign Team: |  | | Email Addess: |  | | Telephone Number: |  | | Project PO Number: |  |  DEPLOYMENT DETAILS:  |  |  | | --- | --- | | Desired Deployment/required Date: |  | | Desired Deployment Time: |  |  |  |  | | --- | --- | | **Client Requirements** | **Please answer ‘yes’ to all that you require** | | Do you require AW to design the email, providing you with a PSD file? |  | | Do you require AW to write the copy of the email (including the subject line and the snippet)? |  | | Do you require AW to build the HTML of the email, providing you with a render-tested HTML file? |  | | Do you require AW to set up the email in your ESP and deploy the email? |  |  |  |  |  |  | | --- | --- | --- | --- | | **Design type** |  | **Functional spec’** |  | | Newsletter |  | Template for reuse |  | | E-shot |  | Multi-language |  | | Postcard |  | Dynamic content |  | | Banner |  |  |  | | Other (please state) |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | | **Audience** |  | **Extras** |  | | B2C |  | Form & thank you page |  | | B2B |  | Landing page(s) |  | |
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| **Design and Copy Brief:** | | |
| **Campaign objective:** |  | |
| **Target audience:** |  | |
| **Primary message:** |  | |
| **Any secondary messages:** |  | |
| **What do you want your audience to …** | **Think:** |  |
| **Feel:** |  |
| **Do:** |  |
| **Look & Feel Considerations:**  *(i.e. Does it need to match a DM piece or website?)* |  | |
| **Mandatory Information**  **i.e. Offer Terms**  *(anything not in standard header and footer)* |  | |
| **Details of Offers:**  *(plus any existing copy which needs to be included)* |  | |
| **Key Call to Action:**  *(i.e. Buy online, Get a quote, Phone us, See video)* |  | |
| **Image Requirements:**  *(Details of specific images to use or AW to source?)* |  | |
| **AW to produce subject lines?** *Yes/No* |  | |
| **How will the sender name appear?** *From: ‘Xxx’* |  | |
| **Subject Line Mandatories** |  | |
| **Recent subject line example** |  | |

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| **Brand Requirements** *(provide to AW at start of project)* | |
| **Fonts** |  |
| **Brand guidelines and logo** |  |
| **Graphic Elements and Colour palette provided** |  |

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| **Email Assets Location:** (to be completed for all jobs)  *(i.e. name of file on* [*www.sharefile.com*](http://www.sharefile.com) */email attachment)* |  |
| **Data Instructions**: (to be completed for all deployment jobs )  *Please state the name of the data segments to mail (and any suppression lists)* |  |
| **Personlisation:** (*to be completed for all html/deployment jobs):*  *Any personalisation that occurs in this email, and default values;*  *E.G. Firstname in body of the email, Dear FIRSTNAME / DEAR TITLE SURNAME* |  |
| **CTA Links** (for all HTML jobs)  Please supply a links spreadsheet document for all links required |  |
| **Reporting:**  *Please outline any reports you want post deployment*  *E.g. Snapshot report, started 1 week post deployment* |  |
| **Any other information/requirements please specify** |  |