**[](https://www.smartsheet.com/try-it?trp=11936&utm_source=template-word&utm_medium=content&utm_campaign=Advertising+Agency+Campaign+Brief-word-11936&lpa=Advertising+Agency+Campaign+Brief+word+11936)ADVERTISING CAMPAIGN  
BRIEF TEMPLATE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| CLIENT OVERVIEW | | | | |  | |
|  | | | | | | |
| PROJECT NAME | | | | |  | |
|  | | | | | | |
|  | | | | |  | |
| Client Name (xxx) xxx-xxxx Email  Company Address Line 1  Address Line 2  Address Line 3 | | | | | Your Company Name (xxx) xxx-xxxx Email  Company Address Line 1  Address Line 2  Address Line 3 | |
| PROJECT |  | | |  | |
| PURPOSE AND SUMMARY | | | | | |
|  | | | | | |
| OBJECTIVES | | |
| WHAT DOES THE PROJECT WORK TO ACHIEVE? | | | | | |
|  | | | | | |
| TARGET AUDIENCE |  | | |  | |
| WHO ARE WE TRYING TO REACH? | | | | | |
|  | | | | | |
| ADVERTISING STRATEGY |  | | |  | |
| DESCRIBE THE ADVERTISING STRATEGY IN DETAIL. | | | | | |
|  | | | | | |
| ATTITUDE |  | | |  | |
| STYLE AND TONE | | | | | |
|  | | | | | |
| SCHEDULE |  | | |  | |
| PROJECTED TIMELINE, IMPORTANT DATES, AND DEADLINES | | | | | |
| * Date * Date * Date | | | | | |
| BUDGET |  | | |  | |
|  | | | | | |
| COMPETITION |  | | |  | |
| WHO ARE OUR COMPETITORS? | | | | | |
|  | | | | | |
|  |  | | |  | |
| DELIVERABLES | |  | |  | |
| IDENTIFY AND DESCRIBE PROJECT DELIVERABLES. | | | | | |
|  | | | | | |
| COMMENTS |  | | |  | |
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