

Marketing Campaign Brief and Requirements Form

Please fill out this form to outline the requirements, goals, and deliverables for the upcoming marketing campaign. This document will serve as the official brief for the creative and execution teams.

1. Campaign Overview

Campaign Name:

Target Launch Date:

Campaign End Date:

Total Allocated Budget (USD):

2. Target Audience & Market

Primary Target Audience (Demographics, Interests, Behaviors):

Secondary Target Audience:

Primary Customer Pain Points to Address:

3. Objectives & Key Results

Primary Campaign Objective (e.g., Brand Awareness, Lead Generation, Direct Sales):

Key Performance Indicators (KPIs) to Measure Success:

4. Messaging & Creative Guidelines

Core Campaign Message / Value Proposition:

Primary Call to Action (CTA):

Tone of Voice (e.g., Professional, Playful, Urgent, Educational):

5. Channels & Deliverables

Marketing Channels (e.g., Social Media, Email, Search, Print, Events):

Required Assets and Deliverables (e.g., Ad Banners, Copy, Landing Pages, Videos):

6. Constraints & Compliance

Legal, Compliance, or Brand Guidelines Restrictions:

Competitors to Monitor or Avoid Mentioning:

7. Key Stakeholders & Approvals

Campaign Project Manager / Owner:

Lead Creative Content Approver:

Budget / Executive Sponsor Approver: