

Define the campaign

Complete one brief per campaign. Use short, specific answers before production begins.

HOW TO USE

Type into the fields or print this worksheet. If a decision is open, assign an owner and deadline. Share one approved version with everyone doing the work.

1

Campaign and owner

Give the campaign one name. Name the person responsible for decisions.

2

Business goal and target

Choose one business outcome, a numerical target and a deadline.

3

Audience and buying question

Describe the buyer, relevant market or language, and the question holding up their decision.

4

Offer and supporting material

State what is available. Link to current specifications, approved prices, examples or other material the creator can use.

Build the launch

Connect the message, destination and deliverables. Add a timezone and currency where relevant.

5 Message and next action

Write one main message and the exact action you want a customer to take.

6 Destination and link labels

Record the final page, campaign label and link owner. Check that the page matches the offer.

7 Deliverables and placements

List each asset, its job, placement, owner and due date.

8 Schedule and resources

Set launch and end times with a timezone, approved spending, working hours and a response owner.

Approve and improve

Confirm the handoff, then return after launch to record actual results and the next decision.

9

Approval and launch checks

Name the final approver. Check offer accuracy, destination, mobile display and the customer action before release.

10

Measurement and next decision

Name the data source, review date and the decision the review will support. Record actual results after launch.

Launch checklist

Check each item before release. Save a completed copy for the team.

- ☐ Final offer and supporting material checked
- ☐ Creative approved by the named approver
- ☐ Every destination opened on a phone
- ☐ Customer action tested and receipt confirmed
- ☐ Response owner ready
- ☐ Review date booked

Review the result. Record the next decision. Reuse what you learn.