

Campaign Brief template

Background

What's the context, why is there a business need for this piece of work?
If you were describing the reason for the campaign to someone who didn't know anything about it, what would you say?

Campaign objective

What do you want people to do as a result of this campaign?
Remember to make it meaningful and specific.

Who are the audience?

Is there one audience or a few different ones?
What part of the business do they work in, are they new or existing colleagues? Do they fit a particular demographic?
What do we know about their workplace and working day?
Build up a persona.

What do they currently know about the subject?

Is it a totally new concept, a change to something existing or just a new approach to something they already know about?
Something people were expecting or not, do they understand the need for it?

What do they currently think/feel/do?

Think – e.g. This is something my manager takes care of.
Feel – e.g. it's not worth me understanding how it works.
Do – e.g. leave it to someone else.

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What do we want them to think/feel/do?

Think – e.g. This is my responsibility.

Feel – e.g. it's important to my team that I know how to do this.

Do – e.g. carry out the process correctly.

What are the things that might stop them getting there?

What are the barriers and blockers. Are they psychological, physical, practical?
Do they know what to do, are they motivated to do it, do they have the capability and equipment they need to get it right?

What might help?

Are there any facts or messages that could really make a difference?
Are there times or places that would be really relevant to talk to this audience?
Is there anything they particularly need to understand or learn how to do?

What's the role of the campaign?

Are you driving awareness, consideration, action or all three?

What are our constraints?

Time or budget?
Any channels or tech you can't use/the audience can't access, or mandatory messages that have to be included?
Are there regulatory considerations, does the business need to track the learning in any way?

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Is there anything we've done previously that's useful to know about?

Channels or messages that have or haven't worked?
Previous communications or learning interventions to this audience/about this subject?

How will we measure success?

Against your objective but also of your campaign. What metrics are available, how do you make them tell a story rather than simply report numbers?
Remember to engage the people you need to help do this at the start of the process!