

Integrated Advertising Strategy Brief

Client / Brand

Enter client or brand name

Date

yyyy-mm-dd

Prepared By

Name of agency/contact

1. Project Overview

Brief description of the campaign objectives and scope

2. Target Audience

Describe demographics, psychographics, behaviors, insights, and key audience segments

3. Key Message(s)

Primary and secondary messages to communicate

4. Campaign Objectives & KPIs

Define measurable objectives and key performance indicators

5. Media Strategy

Recommended channels (digital, print, broadcast, social, OOH, etc.) and rationale

6. Creative Approach

Overall creative direction and big idea

7. Budget

Total and allocation by channel/campaign element

8. Timeline & Deliverables

Key dates and deliverables

9. Evaluation & Measurement

How campaign success will be measured

10. Additional Notes

Other information, requirements, or considerations