Campaign Overview Brief: New Product Launch

1. Project Information

Product Name: _____

Campaign Title: _____

Campaign Duration: _____

Prepared By: _____

Date: _____

2. Objective

_____
_____
_____

3. Target Audience

_____
_____
_____

4. Key Messaging

_____
_____
_____

5. Channels & Tactics

1. _____
2. _____
3. _____

6. Deliverables

- _____
- _____
- _____

7. Timeline & Milestones

- Kickoff: _____
- Creative Development: _____
- Launch Date: _____
- Campaign End: _____

8. Measurement & Success Metrics

_____
_____