

Launch Campaign Timeline Brief Template

Campaign Name

Enter campaign name

Project Owner

Enter project owner

Prepared By

Your name

Date

Objective

State the main goal of the campaign

Target Audience

Describe the target audience

Key Messages

Outline the core messages

Channels

e.g. Social Media, Email, Website

Timeline & Milestones

Phase/Task	Owner	Due Date	Status	Notes
e.g. Creative Development	Owner		e.g. In Progress	Notes

Phase/Task	Owner	Due Date	Status	Notes
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KPIs / Success Metrics

Define how success will be measured

Additional Notes

Any other important information