

Retail Promotion Advertising Brief

Client Name

Product/Brand

Agency

Date

1. Background / Objective

2. Target Audience

3. Key Message

4. Promotion Details

- Promotion Title

- Offer / Mechanics

- Participating Outlets

- Timing / Duration

5. Deliverables

-

-

-

6. Key Dates

- Material Submission Deadline

- Promotion Launch

- Promotion End

7. Budget

8. Approval & Contacts

Client Contact

Agency Contact
