

Co-Branding Campaign Brief

Joint Product Promotion

1. Campaign Overview

Brief Description

Summarize the campaign goals, product partnership, and main idea.

2. Brand Partners

Brand 1 Name

Enter brand 1 name

Brand 1 Role/Assets

Describe assets or contributions

Brand 2 Name

Enter brand 2 name

Brand 2 Role/Assets

Describe assets or contributions

3. Target Audience

Describe Target Audience

Demographics, interests, behaviors

4. Key Message(s)

Main Communication Points

What should the audience remember?

5. Products or Services

List of Products/Services Being Promoted

Name and brief description

6. Deliverables

- Joint Visual Assets (e.g., logos, imagery)
- Social Media Posts
- Landing Page
- Press Release
- Any other relevant materials

7. Timeline

Key Dates/Milestones

E.g.: launch date, content deadlines, review dates

8. Roles & Responsibilities

Who Will Handle What Tasks?

Specify roles by partner and task

9. Success Metrics

How Will Success Be Measured?

KPIs, targets, and reporting methods

10. Approvals

Name and contact of those signing off on the campaign from both brands.