

# 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.