



The one-page campaign brief

One page. Fill it in before a rupee goes out. If it does not fit here, it is not a brief.

CAMPAIGN NAME

A short name everyone will use.

OBJECTIVE

The business outcome, not the activity.

THE ONE NUMBER

The single metric this campaign moves.

AUDIENCE

Who, where, and what they are deciding.

CORE MESSAGE

One sentence they should remember.

CHANNELS

A la carte. Only what earns its place.

OFFER / CALL TO ACTION

What we ask them to do next.

BUDGET

Total, and per channel.

TIMELINE

Start, key dates, end.

SUCCESS LOOKS LIKE

The number that says we won.