

# Out-of-Home Advertising Campaign Strategy

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Strategy Outline for Out-of-Home Advertising Campaign

## 1. Campaign Objectives

- Increase brand awareness by [insert percentage]
- Drive traffic to website/store locations
- Engage target audience effectively

## 2. Target Audience

[Describe the primary audience demographic, interests, and behaviors]

## 3. Key Messages

- [Key Message 1]
- [Key Message 2]
- [Key Message 3]

## 4. Advertising Locations

[List specific locations for ad placements, e.g., billboards, transit ads]

## 5. Budget Breakdown

Total Budget: [Insert Amount]

- Production Costs: [Insert Amount]
- Placement Costs: [Insert Amount]
- Additional Expenses: [Insert Amount]

## 6. Timeline

- Research Phase: [Insert Dates]
- Ad Creation: [Insert Dates]

- Campaign Launch: [Insert Date]
- Monitoring and Evaluation: [Insert Dates]

## **7. Measurement of Success**

- Increase in foot traffic by [insert percentage]
- Improvement in website engagement metrics
- Social media interactions linked to campaign

## **8. Next Steps**

[Outline the immediate next steps to proceed with the campaign]

Thank you for considering this strategic outline. I look forward to your feedback.

Sincerely,

[Your Name]

[Your Position]

[Your Contact Information]