

Digital Advertising Project Brief

Date: [Insert Date]

Client: [Client Name]

Contact: [Client Contact Information]

Project Overview

[Briefly describe the project and its goals. Include the purpose of the digital advertising campaign.]

Target Audience

[Define the target audience for the campaign including demographics, interests, and online behavior.]

Key Messages

[Outline the key messages that the campaign aims to communicate.]

Advertising Channels

[List the digital channels (e.g., social media, email, websites) to be used for the campaign.]

Budget

[State the budget for the advertising project and any allocations for specific channels.]

Timeline

[Provide a detailed timeline outlining the key milestones and deadlines for the project.]

Measurement of Success

[Describe the KPIs and metrics that will be used to evaluate the campaign's effectiveness.]

Additional Notes

[Include any other relevant information or special instructions for the project.]

Prepared by: [Your Name]

Position: [Your Position]

Company: [Your Company]