

Advertising Concept Outline

Date: _____

To: [Recipient's Name]

From: [Your Name]

Subject: Advertising Concept Outline for [Campaign/Product Name]

1. Overview

Brief description of the product/service and the core message.

2. Target Audience

Define the target audience including demographics and psychographics.

3. Objectives

- Objective 1: _____
- Objective 2: _____
- Objective 3: _____

4. Key Messages

Outline the primary messages to communicate to the audience.

5. Creative Strategy

Describe the creative approach and concepts for the campaign.

6. Media Plan

List the media channels that will be utilized to reach the target audience.

7. Budget

Overview of the budget allocated for each component of the campaign.

8. Timeline

Provide a timeline for the campaign rollout.

9. Evaluation

Outline how the success of the campaign will be measured.

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

Sincerely,

[Your Name]

[Your Position]

[Your Company]