# Online Ad Campaign Brief

*Purpose:* This document collects the essential details required to plan and launch a successful online advertising campaign, including campaign goals, target audience, budget, creatives, and timelines.

## 1. Basic Campaign Information

* **Campaign Name:** {campaignName}
* **Start Date:** {startDate}
* **End Date:** {endDate}
* **Platform(s):** {platforms}

## 2. Objectives

{#objectives}

* {objective}

{/objectives}

## 3. Target Audience

* **Primary Audience:** {primaryAudience}
* **Age Range:** {ageRange}
* **Location:** {location}
* **Interests:** {interests}

## 4. Budget & Bidding

* **Total Budget:** {totalBudget}
* **Daily Budget:** {dailyBudget}
* **Bidding Strategy:** {biddingStrategy}

## 5. Creative Assets

{#creatives}

* **{type}:** {description} (Filename: *{filename}*)

{/creatives}

## 6. Call To Action (CTA)

* **Primary CTA:** {primaryCta}
* **Landing Page URL:** {landingPageUrl}

## 7. Campaign Roles & Responsibilities

|  |  |  |
| --- | --- | --- |
| **Team Member** | **Role** | **Contact Info** |
| {#team}{name} | {role} | {contact}{/team} |

## 8. Tracking & KPIs

* **Main KPI:** {mainKpi}
* **Other Metrics to Monitor:** {metrics}

## 9. Notes & Special Instructions

{notes}