

DIGITAL CAMPAIGN ESSENTIALS

Requestor & date:	
Category:	
Brand:	
Campaign:	

DIGITAL CAMPAIGN BRIEF

Describe the overall Business Objectives behind the desired campaign					
Campaign description:	<i>Answer the questions:</i> Is this a brand new campaign? Is this a campaign that already exists in tv or elsewhere and we are considering expansion to digital? Does the brand already have a digital presence? Are we asking for an exclusively digital campaign? Do we need overall strategic advice on what touch points are best?				
Campaign pre-requisites/restrictions:					
Campaign period	start:		end:		
Other Media: if campaign is already present elsewhere please describe where and how	TV	Radio	Sampling	On-pack	Other: ...specify
Campaign Target group: define if you already know different per medium	Men & women 15-24	Women 15-24	Men & women 25-44	Women 25-44	Other: ...specify
Available assets if any: mention all brand assets at your disposal including digital if any	TVC, Radio copy, sampling activities, loyalty programs, couponing activities, brand webpages, social media activations (fb, twitter, instagram etc), i-video, banner proposals, other				
Budget in Euro: specify if total budget or exclusively for digital	Specific amount or small range in €				

DIGITAL CAMPAIGN ROLE AND OBJECTIVES

Awareness	Traffic	Registration	Conversion	Engagement	Description:
<i>Primary:</i>					what will the digital activation achieve towards business objectives?
<i>Secondary:</i>					

DIGITAL CAMPAIGN PLAN PROPOSAL

Digital Channels	Tech Specs	Budget allocated (Absolute or % of total)	Implementation times	Pre-campaign targets	Results achieved
Display	Type of sites Type of creatives & placement requirements			Impressions: CPM: CPUU: CTR: CPA: Conversion rate:	Impressions: CPM: CPUU: CTR: CPA: Conversion rate:
Search / Performance	Paid-for Organic			Reach: CPUU: CPA: CTR: CPC: Conversion Rate%:	Reach: CPUU: CPA: CTR: CPC: Conversion Rate%:
i-Video	TV Websites YouTube & Other Videosharing Sites			Views: CPA: CPV: Unique Users: Visits:	Views: CPA: CPV: Unique Users: Visits:
Social	Social Platforms used			Impressions: Reach: CPA: Page likes: App registrations:	Impressions: Reach: CPA: Page likes: App registrations:
Content	Native advertisement			Article views: Interactions: Visits duration: Bounce Rate:	Article views: Interactions: Visits duration: Bounce Rate:

Date of feedback:

OVERALL CAMPAIGN EVALUATION & LEARNINGS

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Filled by:					
	Client	Client	Client and Digital Agency	Media Agency	Client & All Agencies