

# Digital Advertising Project Brief

Prepared for: You

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Date: 2/5/19

## **Project Background & Summary**

The summary is an introduction to your client-agency engagement. It outlines the reasons for launching your campaign (i.e., the challenges or opportunities your company is facing) and the phases of your project. If you've worked with the same agency before, the summary may include some details about the history of your working relationship, so we can view this new project in the right context.

## **Project Objectives**

The objectives portion of the project brief describes the primary goal of your project and any secondary or tertiary goals. It ties each target to the strategy and tactics you plan to use to achieve it. For example, if your primary goal is to increase brand awareness, and the approach is to launch a YouTube advertising campaign, the objectives section might say, "To increase awareness of the brand through a targeted YouTube ads campaign...."

*Our proposed project goals for the example campaign are listed below, in order of priority:*

- Primary: To increase awareness of the brand through a targeted YouTube ads campaign
- Secondary:
- Tertiary:

## **Project KPI's & Targets**

The KPIs section will help your team understand how to determine whether the campaign objective has been met. It includes specific metrics based on both business goals and the unique signs of success for your business that will be measured throughout your campaign. Whereas the objectives section is more general in terms of goals, KPIs require specific numbers and a timeline.

We will track the following metrics as key performance indicators for our example campaign:

- Achieve a video click-through rate (CTR) of 15% in the first month
- Second KPI
- Third KPI

## **Project Scope & Responsibilities**

The scope of the project brief outlines the responsibilities of the agency. For larger projects, the scope may be organized into phases. The example project could consist of four phases, as follows:

- Phase 1: YouTube analytics and measurement set up
- Phase 2: Video and creative development
- Phase 3: Audience research and targeting
- Phase 4: Campaign launch

## **Project Schedule (Timeline)**

The timeline describes how long each phase is expected to take. It may include specific launch or transition dates, or it may simply specify the number of hours each component of a period will take and how that will translate into a monthly, quarterly, or yearly timeline.

- 1/4/19 - Project Kickoff Meeting
- 1/11/19 - Second project task
- 1/18/19 - Third project task

## **Assumptions**

The assumptions section of the project brief outlines factors that could impact campaign execution and success. For example, launching a YouTube campaign may rely on video footage provided by the client.

- A bulleted list of assumptions you've made about the project; e.g., Client will provide all video footage within the time frame outlined in this brief.

## **Project Budget**

The budget lets you know how much money a client should expect to invest in the project. Often this is broken out into ad spend and agency fees so that you can track your overall campaign return on investment. Include how much you plan to charge over the course of the project, and what your payment terms are.

## **Conclusion**

A detailed but concise conclusion about why you're the best person/company for this project.