

# Campaign Strategy Brief

An argument-first brief template for Integrated Marketing Communications — used in Multimedia Marketing and Content Design

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**Complete Section 01 before anything else.** A campaign brief that lists deliverables before it defines the argument is not a brief — it is a production schedule. Every creative decision should connect back to the single claim you write below. If a deliverable cannot be connected back to that claim, it does not belong in the campaign.

## SECTION 01 — THE ARGUMENT · WRITE THIS FIRST

Write the campaign argument in one sentence — specific enough that a creative team knows what to make and a skeptical client knows how to evaluate success. "Increase brand awareness" is not an argument.

THE SINGLE CLAIM THIS CAMPAIGN MAKES — ONE SENTENCE

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WHAT SHOULD BE DIFFERENT IN THE AUDIENCE AFTER THIS CAMPAIGN?

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## SECTION 02 — THE AUDIENCE

SPECIFIC PERSON THIS IS FOR — NOT A DEMOGRAPHIC, A PERSON WITH A SPECIFIC PROBLEM

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WHERE DO THEY SEARCH, CONSUME CONTENT, AND MAKE DECISIONS?

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WHAT DO THEY CURRENTLY BELIEVE THAT THIS CAMPAIGN NEEDS TO SHIFT?

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WHAT WOULD MAKE THEM TRUST THIS MESSAGE?

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**SECTION 03 — CONTEXT AND COMPETITIVE POSITION**

BRAND / ORGANISATION

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WHAT THE AUDIENCE IS CURRENTLY CHOOSING INSTEAD

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CAMPAIGN DURATION AND BUDGET RANGE

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ONE THING THIS BRAND CAN SAY THAT THE COMPETITOR CANNOT

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**SECTION 04 — THE FUNNEL**

STAGE	OBJECTIVE	PRIMARY CHANNEL(S)	CONTENT FORMAT	SUCCESS SIGNAL
Awareness				
Consideration				
Conversion				

**SECTION 05 — DELIVERABLES**

DELIVERABLE	PLATFORM / FORMAT	CONNECTS TO ARGUMENT VIA...	OWNER	DEADLINE

## SECTION 06 — THE IMC CHECK · BEFORE FINALISING

- Every deliverable connects back to the single campaign argument in Section 01
- The argument is expressed consistently across all channels, even when the format varies
- The specific person in Section 02 would recognise themselves in the content
- The creative team could explain the campaign argument without looking at this document
- A skeptical client can evaluate success against the claim, not just the deliverable count

**Strong:** "We want Korean women aged 25–35 who already know our skincare brand to believe our new formulation is the only one designed specifically for Korean summer humidity and UV conditions."

**Weak:** "We want to increase brand awareness among young Korean women." This is a goal, not an argument. A creative team cannot make anything from it.