

OUTDOOR ADVERTISING

Campaign Brief Checklist

OBJECTIVES: What do you hope to achieve with the campaign? (examples - build brand awareness, drive to physical locations, promote a product, deliver a brand message, increase app downloads, website visits, social interaction)

TARGET AUDIENCE: Who you want to respond to the campaign (demographics, interests, habits, where they are likely to see the message)

OUTDOOR MEDIUMS: What formats do you want to use? (Billboards, Transit Ads, Airports, Street Furniture, etc.)

CAMPAIGN DETAILS

What is the Campaign Name?

What is the Campaign Message?

What is the Campaign Theme?

When do you want to launch your campaign?

Will your subject be well received in the location? Is there anything controversial about your message in the market? Is it an appropriate message for the location and media?

Is your subject compatible with the aesthetic of the media?

Is your message targeted to the demographic you're targeting?

What are your audience's pain points, wants, and desires? Does your campaign address those?

What are your Brand Standards?

What is appropriate or inappropriate Logo usage?

What are your Brand Colors?

What is your brand Typeface? Is it easy to read from a distance?

Are there other visual aspects exclusive to your brand?

LOCATION

What markets will your campaign run in?

Will it be in multiple countries? Are there cultural or language considerations for your creative and messaging?

Where are the places your audience frequents in these markets?

Where is the inventory located? Is it clearly visible? What else is in the landscape? Are there other brands or messaging that you can play off of with your campaign or that may make it be a bad idea to use that location?

COMPETITION

Who are your top competitors?

What outdoor advertising strategies do they use?

Can you identify any gaps in their advertising or opportunities to set your campaign apart from the competition?

How does your ad provide a distinct value proposition to your target demographic?

BUDGET AND TIMELINE

Is your marketing budget realistic?

Who are the stakeholders involved with your campaign? - creative teams, ooh specialists, etc.

Is your timetable realistic? Does it cover all of the steps of the campaign? Is it shared with all necessary stakeholders?

What resources do you have to implement your campaign? Are there any gaps in resources? Considering these resources are you open to other potential strategies?

Do you foresee any difficulties or challenges in your campaign that may affect budget or timelines?

Is there further information or lingering questions that you need to answer to fully flesh out your campaign?