**PLEASE CREATE A COPY OF THIS DOCUMENT BEFORE USING**

**Campaign Name + Year**

## Campaign Roles

|  |  |  |
| --- | --- | --- |
| Campaign Lead |  |  |
| B&C Lead |  |  |
| Owner Team |  |  |
| B&C Team |  |  |
|  |  |
|  |  |
| Agency |  |  |
|  |  |

## Brief

3-4 sentence brief about the campaign.

## Strategy

Strategy overview goes here. “We are aiming to utilise our emailing list and changemakers to reach X audiences over X period of time with the objective of X”

**Objectives**

* Bullet
* Point
* List
* Of your communication objectives

**GET** who

**TO** do what

**BY** doing what

**Target Audience**

Your target audience should include your primary, secondary and (if applicable) tertiary audiences. This analysis will then inform how each audience can be reached strategically.

## Suggested Channels and Deliverables

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strategy** | **Deliverable** | **Goal** | **B&C Team** | **Team Name** | **Support needed** |
| ***For example: Organic social media*** |
|  |  |  |  |  |  |
| ***For example: A paid media campaign*** |
|  |  |  |  |  |  |
| ***For example: An email strategy*** |
|  |  |  |  |  |  |
| ***For example: Utilising FoodHIVE to reach the EIT Food community*** |
|  |  |  |  |  |  |
| ***For example: Press engagement*** |
|  |  |  |  |  |  |
| ***For example: A changemaker strategy*** |
|  |  |  |  |  |  |
| ***For example: A blog article*** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

## Assets

Any assets created or need to be created for this campaign should go here (as links) for easy access and overview alongside a matrix to show which asset should be used for what media and messaging.

## Campaign KPIs

**Important Documents**

* Hyperlink each and every relevant document to this campaign
* In a list form here
* So that everyone can get easy-access to any relevant document mentioned here