



# MEDIA BRIEF

Campaign Name: \_\_\_\_\_ OMC Ticket No. \_\_\_\_\_ Date: \_\_\_\_\_

Partner: \_\_\_\_\_ OMC Lead: \_\_\_\_\_

Billing Contact \_\_\_\_\_ FOAP(s) & Amount Applied: \_\_\_\_\_

Campaign Start/End Date: \_\_\_\_\_ Budget: \_\_\_\_\_ Monthly/Daily Budget Requirements: \_\_\_\_\_

Landing Page URL: \_\_\_\_\_

Program Description: *(Provide a brief description of the project)*

Advertising Goal(s): *(Generate Leads, Attend Open House, etc.)*

How will success be measured? *(Conversions, RSVPs, Donations, Engagements)*

Target Audience: *(Demographics, Education Levels, Field of Study, Work Field, Job Title, Job Function, Skills, Years of Experience)*

Target Audience: *(Interest, Traits & Any Other Information)*

Geography: *(Country, State, County, City, Zip)*

Keywords:

Desired/Required Media: *(Digital, Social, Podcasts, Print, Radio, Out-of-Home, Other)*

Budget Requirement by Vehicle/Platform *(if any)*

Available Creative: *(Banners (desktop, mobile), Social Media (Single Image, Carousel, Text), Video (length), Radio (length, pre-recorded, script), Out-of-Home (digital, static), Other)*