



Marketing Campaign/Project Brief

Faculty/Business Area (Insert Faculty or Business Area name)

Marketing representative (Insert marketing manager/officer name)

Faculty or Business Area representative (Insert project owner name)

Date of brief

Project or campaign name

Purpose of the brief

Succinctly describe the idea, the marketing need, the event, campaign outcomes, timeframe for launch, specific business objectives this brief is required to meet. *(This section is an overview only, more detail will be added below.)*

Project background

Describe the key background events or insights that have led to this marketing requirement. For example, receive student applications for Semester 1 in a specific study area.

Project objectives

Describe what you are trying to achieve with this campaign or project. For example, attract the attention of school leaver future students and get them to register for Open Day, or provide clear branding on a street sign.

Project deliverables/assets to be produced

Provide a list of deliverables such as updated website copy, social media campaign, newspaper ad, EDM copy.

Marketing objectives

Are you trying to increase Notre Dame brand awareness, attract students, retain students, drive attendance for a specific event, provide new information, get students to apply or some other objective.

Key Performance Indicators (KPIs)

List your top three success metrics? For example, number of website visits, click through rates, social media views, social sharing, reach 'x' number of prospective audience, attract 'x' applications.

Target audience

Describe the target audience as a real person or group of people. Use examples of the demographics and community profile of our audience. Where do you think we will reach our target audience as they go about their day-to-day activities?

Key messages

Top message priority and audience take away:

Secondary message and audience take away:

Message substantiation or reason to believe

Provide facts that support the key message and provide brand evidence to support the message.

Call to action

What is the one thing you want our audience to do as result of this marketing campaign?

Timelines and launch deadlines

Provide the timeline for delivery of creative direction, creative concepts, graphics for signage, approved copy, go-live dates. Note: a minimum of 7 business days is required from brief to delivery of initial materials, with some projects requiring more time.

Budget

Please provide the budget for this project and advise cost centre allocation and codes.

External stakeholders

Please advise of any external stakeholders (outside of the University) you will need to liaise with for this project.

Approvals required

For example, Director Marketing, Executive position, Compliance sign-off.

Competitor overview

Provide a quick overview of the competitive marketing landscape.

Mandatory inclusions

The University of Notre Dame name and logo

Cricos Code

URL

Address

Other:

Other marketing resources / reference material

For example, this request is an update of last year's International Student Guide, or this is a standard tear drop banner previously used for Open Day.