

Public Figure Online Campaign Brief Template

By

Adhang.com

About Adhang.com

Adhang.com is a world-class online campaign agency based in Nigeria, and the first internet public enlightenment agency in Africa.

Adhang.com is manned by some of the biggest online digital engagement optimization and internet users' targeting experts in the industry, armed with the very best and most advanced public campaign system, comprehensive and robust set of modern technologies and tools to inform , persuade, remind, and reinforce.

Phone: +2348034283159

E-mail: m@adhang.com

Website: www.adhang.com

Office: D 07 Century mall, St.Patrick's junction, Ojo, Alaba international market, Lagos, Nigeria.

Introduction

This Online Public Figure Campaign brief template is meant to guide you provide enough detail so AdHang will have understanding of the key issues, the purpose, timelines, targets, outcomes and measures of success you require from your campaign investment.

Also, this template will foster understanding between you and AdHang team, it will guide the team in planning and executing your online public figure campaigns. And to serve as a blue print AdHang team will use to strategize and achieve your campaign objectives.

Fill in the fields, also add any further detail you consider important. You should type all of them separately in a WordPad or Microsoftword, and forward to us. Leave any field that is not applicable to you.

Your Contact Details

Contact person:-----

Country:-----

Phone:-----

Organization's name:-----

Address:-----

Contact person's email:-----

Personas And Target State/Country

Target audiences, e.g. the general populace, women, youth, professionals, religious faith, students, etc.

Where are they? E.g. all over Nigeria, Abuja, Ghana, all Africa's continent, etc.

Objectives

E.g. build or repair public opinion, engage a target audience, attract supporters; achieve public acceptance, promote positive image, influence the masses, etc.

Reasons And Actions

- ▶ List the rational and emotional compelling reasons for the target audience to believe the message?

- ▶ (If any) list the actions/steps the target audiences are to take - all major copy points.

The Online Campaign Starting Date And Duration

E.g. the campaign will start from xy date to xy date, or nonstop.

What is AdHang's Online Campaign Plan chosen?

E.g. Premium, Enterprise, Economy; if not applicable, list the channels/platforms:

Goal

E.g. increase xyz% number of fans, evangelists, zyz % believers, supporters, etc.

Website Address And Landing Page Link(s)

Here put web address for this campaign, and the landing page target audience will be sent to when they click on the campaign's banners.

Examples:

Website www.adhang.com

Landing page www.adhang.com/public-figure-approach/

Oppositions / Competitors / Distractions

If any, list all you know that may hamper the populace from responding favorably,
e.g. ignorant, competitors, religion's belief, political reason, etc.

The Campaign Admin Reports

Do you want regular updates during the campaign?

Who is authorized to speak on your behalf in your absence?

Name _____

Phone _____

Email _____

What Else Might Help AdHang's Creative Team

If you have them, include your photos, pictures that exemplify the message, tagline(s), quotes, attention drawing text and so on. Forward all to email: accountmanager@adhang.com .