FREE TEMPLATE

The campaign brief: 10 questions to answer before you start

For NGOs, programmes and organisations planning a social media, print or behaviour change campaign. Fill it in with your team.

Audience

Who, and what stops them

Message

One thing to remember

Proof

How you'll know it worked

PART 1 · THE PEOPLE

Start with the audience

1. What should people do differently?

Name one behaviour, not a topic. 'Book a check-up', not 'awareness of health'.

2. Who exactly are they?

Age, place, language, how they spend their day.

3. What stops them today?

Knowledge, cost, distance, trust, habit, what others think.

4. Who do they trust?

Health workers, teachers, faith or community leaders, friends, online voices.

5. Where do they get information?

Facebook, Telegram, TikTok, radio, posters, community meetings.

PART 2 · THE PLAN

Then the message and the proof

6. What one message matters most?

If they remember only one sentence, what is it?

7. Which channels, online and offline?

Social media, print, events and face-to-face, working together.

8. How will you test it first?

Show drafts to a few real people from the audience before launch.

9. How will you know it worked?

Measure what people do, not only views and likes.

10. Who approves, and by when?

Names, dates and the budget range agreed up front.

WANT A SECOND PAIR OF EYES?

Send us your brief

We'll read it and suggest where to focus: audience, message, channels or measurement.

- Social media and digital campaigns
- Design, print and event branding
- Behaviour change campaigns grounded in research

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