

# Campaign Brief



## Campaign Name

Give it a specific name. "Slot tournament" is a format. "High Roller Spin-Off" is a campaign.

## Objective

What guest behavior are you trying to drive? One sentence. A verb tied to a measurable action.

## Target Segment

Which tier, behavior pattern, or lifecycle stage? "Our players" is not a segment.

## Key Message

If the guest remembers one thing, what is it? One sentence that connects the offer to the reason they should care.

## Offer or Value Proposition

What is the guest getting, and why should they care enough to act?

## Channels and Tactics

Email, SMS, direct mail, social, signage, digital screens, host outreach? Decide before creative starts.

## Timeline

Promotion dates, creative deadline, approval checkpoint, send dates, print deadlines. All of it, up front.

## Budget

Allocation, reinvestment commitment, hard costs. Know the number before creative development begins.

## Success Metrics

How will you know this worked? Pick the metric that matches the objective at the top of this brief.

## Approvals

Who signs off, and by when? Name them and set the deadline.