

**AWARENESS CAMPAIGN WORKSHEET**

Campaign identification: \_\_\_\_\_

This campaign is being conducted to announce (product/event/etc. name): \_\_\_\_\_

\_\_\_\_\_

The purpose of this announcement is to get people to

Remember \_\_\_\_\_

Read \_\_\_\_\_

Sign up for \_\_\_\_\_

Try \_\_\_\_\_

Buy \_\_\_\_\_

Recommend \_\_\_\_\_

Other \_\_\_\_\_

Other media being used to make this announcement:

\_\_\_\_\_

The primary target for this announcement will be people who:

\_\_\_\_\_

The secondary target for this announcement will be people who:

\_\_\_\_\_

This announcement will reach no fewer than \_\_\_\_\_ and no more than \_\_\_\_\_ people

There will be at least \_\_\_\_\_ and no more than \_\_\_\_\_ total messages in this series

The budget for this campaign is: \_\_\_\_\_

This series will commence on (date) \_\_\_\_\_ and end on (date) \_\_\_\_\_

Messages will be sent in order to arrive on (day of the week) \_\_\_\_\_ at

(time of day) \_\_\_\_\_

Each announcement will be no more than \_\_\_\_\_ lines in length

The format will be:

- Straight ASCII text
- HTML
- Both

Distinct messages will be written for the following targets:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The copy for these messages is:

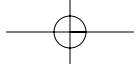
- In development
- Awaiting approval
- Approved

The messages will include links to:

- Our homepage
- A bridge page \_\_\_\_\_
- Another Web site \_\_\_\_\_
- Other \_\_\_\_\_

The response plan is:

- In development
- Awaiting approval by \_\_\_\_\_
- Approved by \_\_\_\_\_



The testing plan is:

- In development
- Awaiting approval by \_\_\_\_\_
- Approved by \_\_\_\_\_

**The metrics of success  
used in this campaign will be:**

**Success will be  
achieved at (quantity):**

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