

Campaign Brief

Client:
 Campaign:
 Client Contact:

Account Executive:
 Date:
 Work Order #:

1. Objective / Purpose of the Campaign

What is the campaign objective (i.e. what does the Client hope to gain)?

2. Target Audience

- a. Who is the target audience?

- b. What is the expected Mail File quantity?

3. Key Messaging

- a. What is the single most important message to be communicated?

- b. What are the other key messages? What are their priorities?

4. Copy and Creative

a. Who is providing the Landing Page Copy?

- | | |
|---|--|
| <input type="checkbox"/> Client
<input type="checkbox"/> Third Party (Please specify): | <input type="checkbox"/> CrossTech Communications
<input type="checkbox"/> Copy from existing campaign (Please specify campaign): |
|---|--|

b. Who is providing the Landing Page Creative?

- Client provided as per Landing Page Deployment Guidelines
- Client will provide raw creative elements and CrossTech will “webify”

c. If CrossTech is providing creative, are there brand guidelines we must follow? Are there specific fonts or PMS colors we should use? (Please specify):

d. Please specify in RGB or Hex the following colors:

- Default Background Page Color:
- Default Font Color:
- Survey Question Font Color:
- Survey Question Background Color:
- Survey Answer Background Color:
- Copyright Statement Font Color:

5. Mail File

a. Who is formatting (and if required, coding) the Mail File?

- Client will provide properly formatted Mail File
- CrossTech will provide Mail File formatting services

b. Passwords

b1. Who will generate the passwords?

- LookWho’sClicking generated passwords
- Client will provide passwords
- CrossTech will provide passwords
- There will be no passwords on this campaign*

Campaign Brief

b2. If password is being generated by Client or by CrossTech:

(LookWho'sClicking creates alphanumeric passwords.)

- Numbers only Letters Only Numbers and letters
 Number of characters

b3. Case sensitive?

- Yes No

c. Who will generate the Personalized URLs?

- LookWho'sClicking generated Personalized URLs
 Client will provide Personalized URLs

6. The Landing Page Domain

- Will be registered and pointed to DNS servers by Client
 Will be registered by CrossTech

The Landing Page Domain will be:

7. Key Dates

- a. What is the Client's requested Landing Page review date?
 b. What is the Client's requested mail/go-live date?

FOR INTERNAL USE ONLY

Landing Page Information

Which Campaign Blueprint is required?

A. **Attract** (Welcome Page(s), Survey Page, Update Profile Page, Thank You Page(s), Email Trigger(s) to Respondent, Email Trigger Lead(s) to Representative)

- | | |
|---|--|
| <input type="checkbox"/> Include Flash Intro
Do you have the Flash Intro source file? <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Include Survey Page
<input type="checkbox"/> Include Update Profile Page |
|---|--|

Number of Welcome Pages:
 One
 Versioned Pages (specify number)

Number of Thank You Pages:
 One
 Versioned Pages (specify number)

If the Thank You and/or Welcome Pages are to be versioned, please specify the rules:

Number of Thank You Triggers:
 Zero
 One
 Triggers (specify number)

Number of Lead Triggers:
 Zero
 One
 Triggers (specify number)

If the Thank You and/or Lead Triggers are to be versioned, please specify the rules:

If dynamic content (custom fields) are required, please specify (a) the pages that will be dynamic, and (b) what is dynamic on each page:

B. **Hand-Off**

- | | |
|---|--|
| Login Mode:
<input type="checkbox"/> Transparent (no login or content on page) | Destination URL:
<input type="checkbox"/> Read from Mail File |
|---|--|

Campaign Brief

Login (has "Welcome" page w/login)

Default if not in mail file:

Link on Hand-Off Login page

All go to same URL:

Number of Thank You Triggers:

Zero

One

Triggers (specify number)

Number of Lead Triggers:

Zero

One

Triggers (specify number)

If the Thank You and/or Lead Triggers are to be versioned, please specify the rules:

If dynamic content (custom fields) are required, please specify what is dynamic on each page:

- C. **Attract Express** (*Welcome Page, Thank you Page(s), Email Trigger(s) to Respondent, Email Trigger Lead(s) to Representative*)

Number of Thank You Pages:

One

Versioned Thank You Pages (specify number)

If the Thank You Page is to be versioned, please specify the rules for who will see each page:

Number of Thank You Triggers:

Zero

One

Triggers (specify number)

Number of Lead Triggers:

Zero

One

Triggers (specify number)

If the Thank You and/or Lead Triggers are to be versioned, please specify the rules:

- D. **Click Capture** (*Welcome Page, Thank you Page(s), Email Trigger(s) to Respondent, Email Trigger Lead(s) to Representative*)

Number of Thank You Pages:

One

Versioned Thank You Pages (specify number)

If the Thank You Page is to be versioned, please specify the rules for who will see each page:

Number of Keywords:

One

Keywords (specify number)

Will the content be dynamic based on the keywords?

Yes

No

If dynamic content (custom fields) are required, please specify (a) the pages that will be dynamic, and (b) what is dynamic on each page:

Campaign Brief

Number of Thank You Triggers:

- Zero
- One
- Triggers (specify number)

Number of Lead Triggers:

- Zero
- One
- Triggers (specify number)

If the Thank You and/or Lead Triggers are to be versioned, please specify the rules: