

PHIL HALFMANN

CAMPAIGN PLANNING TOOLKIT

Fashion & Beauty Campaign Brief Template

Turn business goals into a production-ready visual plan.

A working document for founders, CMOs, marketing managers, brand directors and creative teams planning campaign photography, motion and multi-channel content.

PHOTOGRAPHY PLANNED LIKE MEDIA

Designed to support campaigns, content systems and brand growth.

Quality Is Remembered.

START HERE

How to Use This Template

Complete the brief before the moodboard, shot list and production schedule are locked.

This template is a decision tool—not a formality. Its job is to align the commercial objective, creative work, production scope and final asset system before costs become difficult to change.

Recommended workflow

01

Collect requirements — Ask marketing, ecommerce, paid media, social, PR and sales what they must publish, where and when.

02

Resolve priorities — Choose one primary objective, identify hero products and separate must-have assets from optional coverage.

03

Validate feasibility — Review the draft with the photographer, creative director and producer before approving the visual direction.

04

Control changes — Date the approved brief and document how later changes affect budget, timing, deliverables and licensing.

Briefing principles

- Define asset roles before agreeing on an arbitrary image count.
- Record assumptions as open questions until the correct owner confirms them.
- Plan landscape, square and vertical requirements before production.
- Treat paid media, territory, duration and third-party use as licensing inputs.
- Name one final decision-maker and consolidate feedback through that person.

SECTION 01

Campaign Snapshot

Give every stakeholder the same concise view of the campaign.

Campaign name	Brand / business unit

Brief owner <i>Name and role</i>	Final approval owner <i>One person with sign-off authority</i>

Planned production date	Campaign launch date

Brief version	Approval date

Campaign background *Why does this campaign exist now? Include the launch, collection, business problem or market opportunity.*

Primary campaign objective *Choose one measurable commercial or marketing priority.*

Supporting objectives *List only outcomes that do not compete with the primary objective.*

SECTION 02

Audience, Message & Desired Response

Demographics alone are not enough to guide casting, styling or communication.

Primary audience *Describe context, motivations, behaviors, objections and existing brand familiarity.*

What should the audience think?	What should the audience feel?

What should the audience do? *Define the next action: explore, register, enquire, add to cart, purchase or share.*

Single-minded message *For [audience], [brand/product] delivers [value] because [reason to believe].*

Reasons to believe *List product, material, design, performance or brand proof that makes the message credible.*

SECTION 03

Product Scope & Priorities

If every product is the hero, the campaign has no visual hierarchy.

Priority	Product / SKU	Color / shade	Sample status	Role in campaign
Hero				
Hero				
Support				
Support				
Optional				

Product-readiness check

- Final products, samples, packaging and colorways are confirmed.
- Sizing, fit, product condition and duplicates are available for production.
- Logos, labels, closures and packaging orientation requirements are documented.
- Hero-product priority has been approved by marketing and commercial owners.
- Color-accuracy and retouching boundaries are clear.

Product risks and dependencies *Record missing samples, delayed colorways, fragile items, fit concerns or approval dependencies.*

SECTION 04

Creative Direction

Describe the intended visual world in observable terms before relying on references.

Campaign proposition <i>The core visual idea</i>	Creative tension or contrast <i>For example: structured / fluid</i>

Creative element	Approved direction	Non-negotiables / notes
Environment / set		
Casting / presence		
Wardrobe / styling		
Hair & makeup		
Lighting / treatment		
Color / materials		
Pose / movement		
Composition		

What the campaign must avoid *Name category clichés, brand conflicts, prohibited treatments and misleading product presentations.*

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SECTION 05

Channel & Placement Map

Begin with where the assets must work—not with poses or camera angles.

Channel / placement	Asset role	Ratio / size	Copy / safe-zone need	Deadline	Owner
Homepage	Hero	16:9			
Landing page					
Product pages					
Email					
Organic social					
Paid social					
PR / editorial					
Retail / wholesale					

Cross-channel priorities Which placements are launch-critical? Which can be served through planned crops or derived versions?

SECTION 06

Deliverables & Coverage Architecture

Define the work by commercial role and placement before setting the final quantity.

Priority	Asset category	Required variations	Format / spec	Planned use	Approval owner
Must	Campaign hero				
Must	Product-led				
Must	Full look / result				
Should	Detail / texture				
Should	Lifestyle / context				
Should	Paid-media tests				
Optional	BTS / social				
Optional	PR / founder				
Estimated final stills <i>Driven by justified coverage</i>			Estimated motion deliverables <i>Clips, edits and durations</i>		

Post-production requirements *Retouching level, compositing, color, crop versions, naming, file types and review rounds.*

SECTION 07

Production Scope, Budget & Constraints

A transparent range lets the team allocate resources where they create the most value.

Cost area	Included / required	Budget allowance	Owner / supplier	Status / notes
Creative direction				
Photography				
Video / motion				
Talent				
Styling / wardrobe				
Hair & makeup				
Location / studio				
Set / props				
Post-production				
Licensing / usage				
Approved budget range		Contingency		

Fixed constraints *Dates, access, weather, talent, sample delivery, brand rules, legal requirements or technical limitations.*

SECTION 08

Usage, Licensing & Rights

Define intended use before estimates, bookings and agreements are finalized.

Rights area	Required use	Territory	Duration	Paid use?	Notes / extensions
Photography					
Talent					
Video / music					
Location / property					
Styling / artwork					
Category exclusivity required?			Third-party / retailer use required?		

Potential future extensions *Print, out-of-home, packaging, retailer advertising, additional markets, renewals or longer duration.*

Rights-readiness check

- Owned web, email and organic social use is defined.
- Paid advertising media, territory and duration are defined.
- Talent, location, music and third-party rights match the media plan.
- Renewal and extension requests have a clear approval process.

SECTION 09

Timeline, Stakeholders & Approvals

A campaign should not be governed by an anonymous committee.

Milestone	Target date	Owner	Approver	Dependencies / status
Brief approval				
Creative presentation				
Casting / location				
Product delivery				
Fitting / tests				
Production				
Selects				
First retouch / edit				
Final delivery				
Campaign launch				
Feedback consolidation owner			Maximum review rounds	

Change-control rule *Who can approve additions, and how will budget, schedule, deliverables and rights be reassessed?*

SECTION 10

Success Metrics, Risks & Learnings

Measure the campaign against the role the content was designed to play.

Objective	Metric / signal	Baseline	Target	Data owner	Review date
Primary					
Supporting					
Creative					
Operational					

Risk register

Risk / assumption	Likelihood	Impact	Mitigation	Owner

Previous campaign learnings What should be repeated, changed or tested based on earlier launches and asset performance?

FINAL REVIEW

Campaign Brief Approval Checklist

Do not approve the brief until every launch-critical decision has an owner.

- One primary campaign objective has been approved.
- The audience, message and desired response are specific enough to guide creative choices.
- Hero products and supporting products are prioritized.
- Creative direction includes both positive direction and explicit exclusions.
- Every confirmed channel has a placement, ratio, deadline and owner.
- Must-have deliverables are separated from should-have and optional coverage.
- The production scope is feasible within the budget and timeline.
- Licensing matches media, territory, duration, paid use and third-party requirements.
- One final decision-maker and one feedback-consolidation owner are named.
- Success metrics reflect the campaign objective and available data.
- Open questions, risks and assumptions have resolution owners and deadlines.
- The approved version is dated and distributed to all production partners.

Approval

Role	Name	Signature / confirmation	Date
Brief owner			
Marketing / brand			
Creative / production			
Final approver			

The brief establishes the campaign requirement. The creative treatment, shot list, schedule and call sheet should translate it into execution—not silently redefine it.

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Photography Planned Like Media.

Designed to support campaigns, content systems and brand growth.

Use this brief to identify what the campaign must accomplish before deciding what the production should create.

CAMPAIGN PLANNING • CREATIVE DIRECTION • PHOTOGRAPHY • LICENSING

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