

**iab.**  
south africa

**BOOKMARKS**

**BEST PUBLISHER 2017, 2018, 2019 & 2020**

**adspace**24  
Reach. With trust.

# CLIENT CAMPAIGN BRIEFING DOCUMENT



Client Name

URL

Facebook Handle

Twitter Handle

### Type of content campaign

- Custom content
- Integrated ?
- Integrated ?
- Advertiser content ?

### Format of content campaign

#### Premium Native content campaign:

Sites to feature on:

- News24
- Fin24
- Sport24
- Business Insider SA
- Wheels24
- Channel24
- Parent24
- Health24
- Arts24
- w24
- Daily Sun
- City Press
- Kick off
- Soccer Laduma

Number of content pieces:

- Written by Adspace Studio
- Supplied

Additional content top-up:

#### Lite Native content campaign:

Sites to feature on:

- News24
- Fin24
- Sport24
- Business Insider SA
- Wheels24
- Channel24
- Parent24
- Health24
- Arts24
- w24
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## What do you want to achieve?

Entertain ?

Inspire ?

Educate ?

Convince ?

Additional comments:

## Custom content

Please provide preliminary material on your brand and current or previous campaigns  
**(minimum three):**

Topic and focus of the campaign:

Who is the target audience?

## Measuring success

What performance, data and outcomes of the campaign will you view as successful?

## Deadlines and sign-off

Key dates and deadlines:

Who will be responsible for signing off content to be published?

Name:

Email:

Number:

