

Campaign Content Brief: Field Notes

A channel-ready brief connecting one campaign objective to audience insight, messages, assets, and approvals.

Campaign	Field Notes - autumn collection
Client	Atlas & Finch Homeware
Campaign owner	Morgan Lee
Creative lead	Avery Chen
Flight	2026-10-05 to 2026-11-01
Budget	USD 42,000 paid media; production approved separately

Objective and success measures

Introduce the autumn modular-storage collection and convert high-intent visitors into collection-page sessions and email subscribers.

- 12,000 qualified collection-page sessions
- 1,200 new email subscribers at or below USD 3.50 each
- Paid-social click-through rate of at least 1.4%
- At least 80% of delivered assets accepted on first review

Audience insight

Audience: Design-aware renters and first-time homeowners furnishing compact spaces.

Tension: They want calm, durable rooms but expect storage products to look bulky or temporary.

Desired response: This collection was designed around the space I actually have.

Message hierarchy

- Lead: Make more room without making the room about storage.
- Support: Modular widths combine cleanly across awkward walls and changing homes.
- Proof: Solid ash fronts, replaceable fittings, measured diagrams, and a five-year repair programme.
- CTA: Plan your wall.

Deliverables

Channel	Asset	Variants	Owner	Due
Landing page	Hero, comparison module, FAQ copy	Desktop + mobile	Avery	2026-09-18
Paid social	Static concept set	6 concepts x 2 ratios	Imani	2026-09-21
Paid social	15-second motion cut	3 hooks x 2 ratios	Leo	2026-09-24
Email	Launch sequence	3 sends x 2 subjects	Nora	2026-09-25
Organic	Product education carousel	4 carousels	Imani	2026-09-28

Creative guardrails

- Show real scale with dimensions or familiar objects in frame.
- Use warm daylight, quiet backgrounds, and occupied rooms rather than empty sets.
- Never imply that every configuration fits every wall; link to measured diagrams.
- Provide descriptive alternative text and caption all motion assets.
- Avoid unsupported environmental superlatives and countdown-style pressure.

Workflow and approvals

Review rounds: Two consolidated rounds in the project board.

Final approval: Morgan Lee for commercial claims; Priya Shah for legal and sustainability copy.

Measurement: UTM naming follows field-notes / channel / creative-id; dashboard owner is Sam Ortiz.

Fictional campaign sample. Confirm claims, rights, accessibility, and channel specifications before publishing.