# A2E Framework

*This document is designed to help marketing evaluate the value in an idea, give the team focus, and sets a context for reviewers. It should be filled out for any project that will be published externally.*

***Task Name:***

***Project Name:***

***Associated Campaign:***

***Duration:***

***Project Lead:***

***ClickUp Link:***

## Audience

#### *Outline who you are targeting with this project. More specific the better – e.g. Head of Product working for an APAC broadcaster looking for tools to help solve OTT operational efficiency.*

Lorem ipsum.

## Belief

#### *Outline the specific message you are trying to convey, why your audience should care, and why we are the only company that can deliver it.*

Lorem ipsum.

## Creative

#### *Creative: Outline the specific asset(s) to be created and their requirements and any direction on specific brand style or guidelines. Provide examples where appropriate. Also identify who is exactly responsible for what and against what deadlines.*

Lorem ipsum.

## Distribution

#### Distribution: Outline where the assets are going to live, how the campaign will be promoted and across what channels, and whether the project will link to any other existing assets. Outline any repurposing efforts.

Lorem ipsum.

## End Result

#### *Outline the quantifiable, measurable result(s) that will be used to determine whether the project has been a success.*

Lorem ipsum.