

Campaign Concept Generator

Marketing & Advertising

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Generates distinct big-idea campaign concepts for a brief — central idea, tagline, key executions and channels — to spark creative directions. Use it at the ideation stage. For the formal brief use the Creative Brief Builder; for a full plan use the 360 Campaign Planner.

Purpose of this tool & output

Generate big-idea campaign concepts

How the output is used

Use it to generate big-idea campaign concepts — creative territories and platform ideas to build a campaign around.

Important cautions

Concepts are starting points; validate with the audience and refine.

Companion documents

- Creative Brief Builder
- TV / Video Ad Script Writer
- Radio / Audio Ad Script
- 360 Campaign Plan
- Campaign Copy Deck
- Storyboard / Shoot Brief

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.