

Campaign Copy Deck

Marketing & Advertising

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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

Writes a campaign copy deck — headlines, body copy and CTAs across the channels in scope, all consistent with one idea and voice. Use it to produce campaign copy at once. For the strategy use the 360 Campaign Plan.

Purpose of this tool & output

Write all copy for a campaign in one place

How the output is used

Use it to write all copy for a campaign in one place — a campaign copy deck across every asset and channel.

Important cautions

Keep claims substantiated; adapt to each channels character limits.

Companion documents

- Campaign Concept Generator
- Creative Brief Builder
- TV / Video Ad Script Writer
- Radio / Audio Ad Script
- 360 Campaign Plan
- 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.