



AD CAMP VIRTUAL INTERNSHIP

# MEDIA: LESSON 1

ACTIVITY SHEET

## STEP 1

Pick a client and develop a media brief to outline a potential media request from the client using the categories below.

### MEDIA BRIEF CONTENT

- Client
- Campaign Objective (what are we trying to accomplish)
- Media Goals (what is the media meant to do)
- What are our key performance indicators (what metrics will define success)
- Who is the audience
- Where do they spend their time
- Budget

## STEP 2

Connect with a media professional in the industry and ask them about their experience, day-to-day role. If available do a job shadow to learn more about the position and share your media brief to apply learnings from a real project you worked on.