



Suhas Bhairav

AI Campaign Brief Builder

**Turn goals, audiences, offers, and channels into
executable AI-assisted campaign briefs.**

A practical framework to translate marketing goals
into AI-assisted briefs that a team can review and
execute.

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Campaign Brief Builder

This guide provides a practical framework to transform goals, audiences, offers, channels, constraints, and success metrics into AI-assisted briefs. It emphasizes where automation adds speed while preserving human review where critical.

Key move Pilot 2 weeks; capture learnings for scale.

PRACTICAL CHECKLIST

- 01** Translate inputs into a single structured brief template for rapid review.
- 02** Define channel mix and creative directions using data-backed prompts.
- 03** Identify data sources and tools required for accurate automation and review.
- 04** Flag regulatory, privacy, and brand guardrails for human approval.
- 05** Assign ownership, approvals, and a four-week pilot adoption plan.
- 06** Define success metrics and measurement cadence to validate outcomes.
- 07** Maintain a living brief library for continuous improvement.

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Automation Scope for Briefs

AI can draft briefs, suggest channels, allocate tentative budgets, and propose tests. Human review remains for strategy and compliance.

Key move **Guardrails: automate only where data and approvals are secured.**

PRACTICAL CHECKLIST

- 01** Automate structured brief generation from goals, audience, offers, and constraints.
- 02** Auto-suggest channel plans and creative angles for email, social, and search.
- 03** Auto-calculate tentative budgets and timing windows using historical data.
- 04** Propose A/B test ideas and success metrics aligned to business goals.
- 05** Flag compliance, privacy, and brand risks for immediate human review.
- 06** Require human sign-off for final creative concepts and legal approvals.
- 07** Integrate data sources: CRM, product catalog, past performance, and assets.

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Weekly Adoption Plan

Provide a practical 4-week path to pilot, review, and scale AI-assisted briefs within marketing teams. It emphasizes measurable milestones and governance.

Key move Document learnings weekly; adjust prompts accordingly.

PRACTICAL CHECKLIST

- 01** Week 1: Define the pilot, collect inputs, and assign roles.
- 02** Week 2: Connect data sources, configure AI prompts, draft briefs.
- 03** Week 3: Conduct human review, approve, and publish to planning board.
- 04** Week 4: Expand to 2–3 briefs; measure outcomes against metrics.
- 05** Ongoing: Establish guardrails, approvals, and escalation paths.
- 06** Governance: maintain a living brief library with learnings.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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