

Digital Advertising Creative Brief

Project Name

Date

Prepared By

1. Overview & Objectives

Describe the purpose and main goals of this campaign

2. Target Audience

Who are we reaching? (demographics, psychographics, etc.)

3. Key Message

What is the single most important message?

4. Deliverables

List ads/banners, formats, sizes, or platforms required

5. Branding & Tone

Describe the desired look, feel, and tone of voice

6. Mandatory Elements

e.g., logo, tagline, legal/copyright, call-to-action

7. Timing

Kick-off Date

Deadline/Launch Date

8. Budget

Overall budget or media spend (if applicable)

9. Stakeholders & Approvals

Who needs to review and approve?

10. Additional Notes

Anything else relevant to the creative team