

# 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