

Brand Awareness Ad Brief Form

Project / Campaign Name

Brand Name

Main Objective

E.g., increase brand awareness, reach new audiences

Target Audience

Demographics, interests, behaviors

Key Message

What is the core message?

Mandatories

E.g., logo, tagline, website, disclaimer

Platforms

E.g., Instagram, Facebook, YouTube

Ad Format

E.g., video, static post, story, banner

Deliverables

List of creative materials needed

Start Date

YYYY-MM-DD

End Date

YYYY-MM-DD

Budget (optional)

Specify amount or range

References / Inspiration Links

Paste URLs or descriptions

Contact Person

Contact Email