

Influencer Collaboration Ad Brief

Brand / Project Name

Enter brand or campaign name

Agency Contact

Name, email, phone

Influencer(s)

Influencer name(s) or handle(s)

Campaign Objectives

Describe goals, e.g., increase brand awareness, product launch

Target Audience

Main demographics, interests, regions

Key Messages & Talking Points

Core messages, hashtag(s), CTA

Content Deliverables

Type and number of posts, stories, formats

Timeline & Deadlines

Key dates, campaign duration, posting schedule

Usage Rights

How content will be used, duration, channels

Reporting & KPIs

Metrics to track, reporting frequency

Budget

Total budget or fee structure

Notes / Additional Info

Guidelines, do's & don'ts, references