

Product Launch Advertising Brief

Brand / Company Name

Enter brand or company name

Product Name & Description

Describe the product and its unique value

Advertising Objectives

E.g., Awareness, consideration, lead generation

Launch Date

E.g., 14 July 2024

Budget

E.g., \$15,000

Target Audience

Demographics, interests, pain points

Key Message / Value Proposition

Main message to communicate

Preferred Channels

E.g., Social media, display ads, print

Required Deliverables

E.g., Banner, video, social posts, copywriting

Timeline & Deadlines

Important dates & review cycles

References & Inspiration

Links to similar campaigns or moodboards

Additional Notes

Anything else the creative team should know