

Product Launch Advertising Brief

1. Project Overview

Summary of the Product & Launch Goals

Describe the product, its purpose, and main objectives for this launch.

2. Target Audience

Key Customer Segments

Describe the target customer (demographics, psychographics, behaviors).

3. Key Messaging

Primary Messages

List the core messages or value propositions to communicate.

4. Deliverables

Required Assets

Specify expected creative deliverables (ads, banners, video, copy, etc.).

5. Timeline

Key Dates

Project phases, review periods, deadlines

6. Budget

Total Available Budget

Budget amount or range

7. Success Metrics

How is Success Measured?

KPIs, targets, market goals

8. Competitors & Inspiration

Relevant Brands or Campaigns

Include competitor examples or inspiration sources, if any.

9. Stakeholders & Contacts

Key People and Contact Info

List of agency, client, and approval contacts.