

Influencer Partnership Campaign Brief

Campaign Overview

Our goal is to increase brand awareness for **[Brand Name]** through authentic content and engagement with your audience. We value your unique voice and look forward to a creative partnership.

Objectives

- Enhance brand visibility and recognition within the target audience.
- Drive authentic engagement and conversation around our brand.
- Create buzz for the upcoming product/service launch.

Key Messages

- [Brand Name]** stands for [Brand Values/USP].
- Highlight the benefits and unique features of the product/service.
- Encourage audience to discover more about **[Brand Name]**.

Deliverables

- Instagram:** 1 Feed Post, 2 Stories
- TikTok:** 1 Short Video
- Content to remain live for at least 30 days after posting

Timeline

- Kickoff:** [Start Date]
- Content Submission:** [Submission Date]
- Campaign Live:** [Go-Live Date]

Content Guidelines

- Stay true to your authentic style and voice.
- Include **#BrandHashtag** and tag **@BrandHandle** in all posts.
- Avoid references to competitors.
- Disclose partnership according to local regulations (e.g., #ad).

Contact Information

For further details and coordination, contact:

[Contact Name]

[Email Address]

[Phone Number]