

Creative Brief Template

Campaign Overview

Project Name

Enter project name

Date

Prepared By

Enter your name

Background & Objectives

Background

Brief context and background

Objectives

Main goals of the campaign

Target Audience

Audience Description

Who are we targeting?

Key Insights

Relevant insights about audience

Key Message & Tone

Primary Message

What one thing must audience remember?

Tone/Personality

Describe the tone/style

Deliverables

Ad Formats & Sizes

e.g., banners, videos, stories

Copy Points

Key points or statements to include

Visual Guidelines

Colors, logos, imagery, etc.

Timing & Budget

Timeline

Key milestones and deadlines

Budget

Estimated or approved budget

Approval & Contacts

Decision Makers

Names and roles

Contact Information

Email, phone, etc.