

# Product Launch Advertising Creative Brief

## Project Overview

Project Name

Product / Service

Launch Date

## Objectives

Primary Goal

Key Performance Indicators (KPIs)

## Target Audience

Audience Profile

Key Insights

## Key Messages

Main Message

Supporting Messages

## Deliverables

Creative Formats / Assets Required

Media Channels

**Timeline**

Milestones & Key Dates

**Budget**

Estimated Budget

**Additional Notes**