

Social Media Advertising Creative Brief

Project Title

Enter project name

Date

MM/DD/YYYY

Prepared by

Your name or team

1. Campaign Objective

What is the main goal of this campaign?

2. Target Audience

Who are we trying to reach? (demographics, interests, etc.)

3. Key Message

What is the main message or offer?

4. Platforms & Formats

Specify social media platforms, ad formats, and dimensions.

5. Visual Direction

Describe the look, feel, and visual elements.

6. Tone & Voice

How should the messaging sound? (eg: playful, professional)

7. Call to Action

What action do we want users to take?

8. Deliverables

List required creatives/assets (images, videos, copytext, etc.)

9. Timeline & Deadlines

Key dates for deliverables, reviews, and launch.

10. Budget

Specify budget or media spend (if applicable).