

# Brand campaign brief

## Influencer Campaign Brief

### Campaign

- Brand: [Brand Name]
- Campaign name: [Campaign Name]
- Primary goal: [Awareness / traffic / sales / app installs / waitlist]
- Product or offer: [Product, feature, launch, or promo]
- Target audience: [Who this content should reach]
- Campaign owner: [Name, email, Slack/phone]

### Why this creator

- Creator: [Creator Name / Channel]
- Audience fit: [Why their audience matches the campaign]
- Content fit: [Why this format works for their style]
- Reference content: [Links to relevant posts or videos]

### Key message

- Main takeaway: [One sentence the audience should remember]
- Supporting points:
  - [Point 1]
  - [Point 2]
  - [Point 3]
- Required language: [Claims, disclaimers, offer details]
- Do not say: [Unsupported claims, competitor mentions, restricted language]

### Deliverables

- Deliverable 1: [Format, length, platform, placement]
- Deliverable 2: [Format, length, platform, placement]
- Usage rights: [Organic only / paid usage / whitelisting / duration]
- Exclusivity: [Category, competitors, dates]

### Timeline

- Brief sent: [Date]
- Concept due: [Date]
- Draft due: [Date]
- Feedback due: [Date]
- Publish window: [Date or range]
- Reporting due: [Date]

### Assets and links

- Landing page: [URL]
- Tracking link: [URL]



- Discount code: [Code]
- Product access: [Login, trial, sample shipment]
- Brand assets: [Folder URL]

### **Content requirements**

- Disclosure: [Example: Use #ad and verbal disclosure in first 30 seconds]
- CTA: [Exact CTA]
- Visual requirements: [Product shots, screen recording, logo use]
- Approval process: [Who reviews, how many rounds, turnaround]

### **Reporting**

- Metrics required: [Views, watch time, clicks, conversions, comments, saves]
- Screenshot requirements: [Platform analytics screenshots]
- Payment trigger: [On publish / after report / invoice terms]

