The Campaign Creative Brief

A fillable framework for your audience, offer, message, deliverables and approvals.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / CAMPAIGN CREATIVE BRIEF

The business objective

01 Campaign and goal

Name the campaign and the business problem it should address.

02 Customer action

What should the audience do after seeing the work?

03 Measure and timing

How will you review response, and when should the campaign run?

Type your answers in the fields, then save a copy. You can also print this worksheet.

02 / CAMPAIGN CREATIVE BRIEF

Audience and offer

01 Priority audience

Describe the buyers and the situation that makes the offer relevant.

02 Offer and conditions

Explain what is available, who qualifies and any important terms.

03 Reason to believe

List accurate evidence that supports the offer.

Type your answers in the fields, then save a copy. You can also print this worksheet.

03 / CAMPAIGN CREATIVE BRIEF

Message and creative direction

01 Main message

Write the single idea the audience should remember.

02 Tone and references

Describe the voice and explain what is useful about each reference.

03 Required brand assets

List approved logo files, colors, fonts and usage notes.

Type your answers in the fields, then save a copy. You can also print this worksheet.

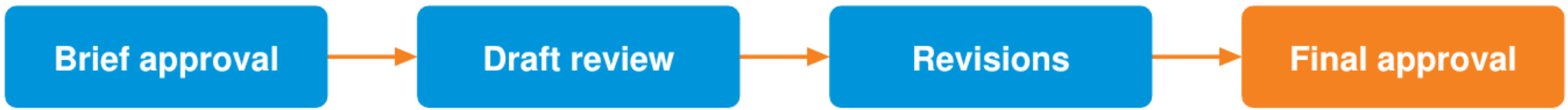
04 / CAMPAIGN CREATIVE BRIEF

Deliverables and specifications

What to define	Example information	What to confirm
Deliverable list	Landing page, ad, mailer or video	Quantity and versions
Technical format	Dimensions, file type or duration	Requirements from the destination
Content and assets	Copy, images, audio and source files	Who provides and approves each item
Production needs	Print, media placement or hosting	Separate costs and dependencies

05 / CAMPAIGN CREATIVE BRIEF

An approval route for creative work



Confirm the agreed direction.

Review the complete draft.

Send consolidated feedback.

Approve the named version.

Confirm scope, revision rounds and delivery terms in the project agreement.

06 / CAMPAIGN CREATIVE BRIEF

Budget, ownership and launch checks

01 Budget and exclusions

Record the budget range and any costs needing separate quotes.

02 Approvals and deadlines

Name the approver and dates for materials, reviews and sign-off.

03 Launch readiness

List checks for contact details, links, tracking and final formats.

Type your answers in the fields, then save a copy. You can also print this worksheet.

YOUR NEXT STEP

Let us help with your next step

Share your completed brief with Required Marketing Group.
We can use it to discuss the creative direction,
production requirements and project scope.



Request a consultation

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