

Title and description:

*A clear name that your stakeholders can easily identify, and a summary that conveys the intention of your creative brief.*

Goals and objectives:

*Define the metrics of success for your creative brief.*

Audience:

*Who are you targeting in your campaign and what are their values, interests, and needs? This section should include any relevant demographics.*

Messaging and tone:

*What type of tone are you trying to strike? How do you want your audience to feel when they see your creative assets?*

Assets and deliverables:

- *Asset and deliverable 1*
- *Asset and deliverable 2*
- *Asset and deliverable 3*

Stakeholders

- *Stakeholder 1*
- *Stakeholder 2*
- *Stakeholder 3*

Budget:

*What is your overall budget? Are there any specific details to how the budget should be spent?*

Timeline:

- *Date: Description*
- *Date: Description*
- *Date: Description*
- *Date: Description*

Distribution process:

*Specify how you will reach your audience once your assets and deliverables are ready.*