Campaign brief template

The sharper your answers, the better the creators you get, with us or with anyone else. Fill it in before you approach creators or an agency.

1. Goal

- [ ] What should this campaign achieve: awareness, a launch, sales or long-term trust?
- [ ] How will you know it worked? Name one main measure.
- [ ] What happens after the campaign: is this a test or the start of something longer?

2. Audience

- [ ] Who exactly do you want to reach: age, location, interests, situation?
- [ ] Where do they spend time: YouTube, TikTok, Instagram, LinkedIn, podcasts?
- [ ] What do they already believe about your product or category?

3. Product and message

- [ ] What is the one thing the audience should remember?
- [ ] Which claims can you prove, and which can you not use?
- [ ] What should a creator never say or show?

4. Creators

- [ ] Which niches and content styles fit your brand?
- [ ] Do you prefer a few larger creators or more smaller ones?
- [ ] Which creators or brands do you want to avoid?

5. Formats and timing

- [ ] Which formats: integration, dedicated video, reels, stories, podcast, UGC?
- [ ] When must content go live, and are there fixed dates such as a launch or event?
- [ ] How much time is there for approval?

6. Rights and rules

- [ ] May the content be used in your own ads, and for how long?
- [ ] Is exclusivity needed, for example no competing brands for a period?
- [ ] Who checks the ad disclosure, and how is that recorded?

7. Budget

- [ ] What is the total budget, including creator fees and usage rights?
- [ ] Is product shipping or travel included?
- [ ] How and when are creators paid?

Want us to think along?

Brief us on your campaign. A first conversation is free and without commitment.

efficially.com/brands