Campaign brief

A worksheet for your team. Use the Beatly brief builder to create an editable version.

01 ESSENTIALS

Name your project
A name you will recognise when you come back.

Brand or agency
Who is this brief for?

What are you promoting?
Describe the product or service. Include a product link and any details creators will need.

What should this work achieve?
Choose the main change you want: awareness, understanding, consideration, action or something else.

02 AUDIENCE

Markets and languages
Where will the campaign run, and which languages are needed?

Who do you want to reach?
Describe the people, their needs and what you want them to understand or do.

Creator direction

Describe relevant experience, tone and setting. Add references or selection criteria if you have them.

03 CONTENT

Content and deliverables

Describe formats, concepts, asset counts and versions. Distinguish creator posts from fi les delivered to your team.

Message and creative direction

Include the opening message, call to action, approved claims and supporting material. Flag anything to avoid.

Publishing and paid distribution

List organic channels, paid placements and who will manage the media.

Usage to agree

List channels, countries, duration, paid use, editing, raw fi les and exclusivity. For existing customer content, note permission status.

04 PLAN

Timing and delivery

Include launch, draft, feedback and fi nal delivery dates. Note product availability and shipping constraints.

Approvals and revisions

Who approves the brief, creators and content? Set out feedback deadlines and revision rounds to agree.

Working budget

Include currency and a range if known. Separate production, creator fees, usage, management, media and research where possible.

Measurement and reporting

Name the primary outcome, metric definitions, data sources and reporting window. If considering brand lift, confirm eligibility, study groups, sample sizes, fieldwork and uncertainty with the team.

Open questions

Which decisions still need an answer? What must be included in the proposal?

Brief owner

Name, company and work email, if you want them on the document.

Prepared with Beatly. This is a planning draft. Confirm scope, price, content usage and measurement in the proposal.