**Digital Campaign Creative Brief**

Client:

DATE:

PROJECT NAME:

CREATED BY:

New campaign [ ]

Refresh on existing campaign [ ]

Addition to existing campaign [ ]

**OBJECTIVE**

**BACKGROUND**

**BUDGET**

**TARGET AUDIENCES & DEMOGRAPHICS**

**WHAT DO WE WANT AUDIENCE(S) TO DO?**

**LOCATION TARGETING**

**DURATION OF CAMPAIGN**

**VISION FOR CREATIVE**

**MESSAGING/COPY FOR AD CREATIVE**

**DESTINATION URL**

**LIVE DATE**