**Briefing Template**

**Brand Overview**

**Campaign Brief:** The brand is coming up with a new product and wants influencers o create awareness about the New Product Launches through Reels, posts, videos, etc.

**Campaign Goal:**

**Campaign Message:**

**Key Objectives:**

**Platform:** Instagram, Youtube

**Deliverable Description:**

**Deliverables:** 4 Reels, 3 Videos, 1 Image

**Deliverables Timeline:** In a week

**Target Audience**

**Age:** >24

**Gender:** mf

**Type of Influencers:** Regional Influencers, Stand-Up Comedians, Liquor Feedback

**Budget:** 5000000

**Deadlines:**

**Influencer Do’s & Don’t**

**Do:** He should not be alcoholic

**Dont:**

**Campaign Reporting Requirements:**

**Content Reference:**

**Gender Affinity:**

**Influencer Demographic:**

**Audience Demographic:**