

# Media Marketing Campaign Creative Brief

**Date:** [Insert Date]

## Campaign Overview

**Campaign Name:** [Insert Campaign Name]

**Objective:** [Briefly describe the purpose and goals of the campaign]

## Target Audience

**Demographics:** [Age, Gender, Location, etc.]

**Psychographics:** [Interests, Behavior, Lifestyle]

## Key Messages

[Outline the main messages to communicate in the campaign]

## Media Channels

[List the channels to be used (e.g., Social Media, Email, TV, etc.)]

## Timeline

[Detailed timeline of the campaign phases]

## Budget

[Outline the budget allocated for the campaign]

## Success Metrics

[Define how success will be measured]

## Approval

**Prepared by:** [Your Name]

**Approved by:** [Approver's Name]