

# Creative Brief for Influencer Brand Storytelling Strategy

**To:** [Influencer's Name]

**From:** [Your Name]

**Date:** [Date]

**Subject:** Creative Brief for Brand Storytelling Collaboration

## Overview

We are excited to collaborate with you to develop a compelling brand storytelling strategy that resonates with your audience and reflects our brand values.

## Objectives

- Enhance brand awareness through authentic storytelling.
- Engage your audience with relatable content.
- Drive product awareness and generate sales.

## Target Audience

Our target audience consists of [describe the target audience demographics and psychographics].

## Key Messages

- [Key message 1]
- [Key message 2]
- [Key message 3]

## Deliverables

We are looking for the following deliverables:

- [Number] of social media posts
- [Number] of stories
- [Length] of video content

## Timeline

The proposed timeline for this project is as follows:

- Kick-off Meeting: [Date]
- Content Creation: [Start Date] to [End Date]
- Launch: [Launch Date]

## **Budget**

The budget for this collaboration is [budget details].

## **Conclusion**

We believe your unique voice and storytelling ability will bring our brand to life in a powerful way. We look forward to your creative input and collaboration!

Best Regards,

[Your Name]

[Your Position]

[Your Company]