## YouTube TrueView for Action Ad Brief

Client / Brand Name
Product / Service
Campaign Objective
Campaign Objective
KPI / Main Conversion Goal
Target Audience
Target Audience
Demographics
Interests / Behaviors
Other Audience Insights
Key Messages
Main Message
Supporting Points
Call To Action
CTA Text
Landing Page URL
Creative Requirements
Duration (Seconds)
Propoling / Vioual Cuidelines
Branding / Visual Guidelines

Additional Notes						