Influencer Media Buy Brief

| Campaign Details |
|----------------------------|
| Campaign Name |
| Brand / Client |
| Campaign Start Date |
| Campaign End Date |
| Objective & KPIs |
| |
| Target Audience |
| |
| Content Requirements |
| |
| Deliverables |
| |
| |
| Key Messages & Mandatories |
| |
| Platforms |
| Platform(s) |
| Format(s) |
| Budget |
| |

| Timeline & Deadlines |
|--------------------------|
| |
| Legal / Compliance Notes |
| |
| Contact Information |
| Contact Name |
| Email |
| Phone |