

# Out-of-Home Advertising Creative Brief

## Project Overview

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Project Name

Prepared By

Date

Background / Objective

## Campaign Details

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Campaign Name

Start Date

End Date

Media Format(s) (e.g., Billboard, Transit, Street Furniture)

Locations

## Target Audience

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Demographics / Audience Profile

Key Insights

## Messaging & Content

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Primary Message

Secondary Message

Call to Action

Mandatory Elements (e.g., Logo, URL)

## Creative Considerations

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Visual Guidelines / Assets

Copy Guidelines (e.g., Tone, Length)

Other Notes

## Approval & Deadlines

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First Draft Due

Final Delivery Due

Key Stakeholders / Approvers