

Campaign Brief Checklist

Your cheat sheet to help you decode briefs and create standout content!

Should I Apply for This Campaign?

Use this checklist to evaluate whether the campaign is a good fit for you.

- Do I know this brand well and understand their values and aesthetic?
- If the brand is new to me, have I researched them on social media or their website?
- Do I have a clear understanding of the product's features, benefits, and purpose?
- Does my social media audience align with the brand's target audience?
- Does the campaign's theme or product feel authentic to my personal brand?

Using the Brief to Kick Off Your Content

This checklist helps you create a clear content plan based on the campaign brief.

Understand the Campaign's Objective

- Have I identified the campaign's purpose (*e.g., brand awareness, product launch, seasonal promo code, etc.*)?
- Do I understand what the brand wants to achieve through this collaboration?

Key Messaging & Tone

- What is the core message my content needs to convey?
- Have I determined the tone for my content (*playful, professional, inspiring, etc.*)?

Content Requirements

- Have I reviewed the deliverables outlined in the brief?
- Do I know the specific content style they're looking for (*e.g., tutorial, unboxing, testimonial*)?
- Have I checked the technical specs like aspect ratios, durations, and file formats?
- Have I reviewed any content examples or mood boards provided for guidance?

Do's and Don'ts

- Are there specific brand colors, logos, or aesthetics I need to include?
- Have I noted any words, angles, or competitor mentions to avoid?
- Did I double-check my content to ensure it aligns with the brief's criteria before submitting?
- Does my post follow FTC guidelines and declare the correct transparencies?

Timeline and Deadlines

- Have I confirmed all submission deadlines for the campaign?
- Did I add these deadlines to my calendar and set reminders to stay on track?
- Am I prepared to submit my content on time to maintain professionalism?