

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?

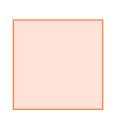


Does the campaign's theme or product feel authentic to my personal brand?

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



Have I determined the tone for my content (playful, professional, inspiring, etc.)?

Content Requirements

Have I reviewed the deliverables outlined in the brief?

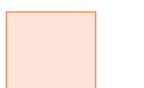
Do I know the specific content style they're looking for (e.g., tutorial, unboxing, testimonial)?

Have I checked the technical specs like aspect ratios, durations, and file formats?

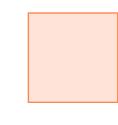
Have I reviewed any content examples or mood boards provided for guidance?

Do's and Don'ts

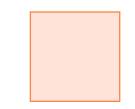
Are there specific brand colors, logos, or aesthetics I need to include?



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?

Work with Your Dream Brands

