



Influencer Campaign Brief Template

LMG
MEDIA

A BRAND GUIDE & FILLABLE TEMPLATE

Influencer Campaign Brief Template.

A complete twelve-section creative brief — designed to give creators everything they need to produce excellent content, and nothing that gets in their way. Print the template pages, fill them in, send to your creator.

12

Sections

9/9

Required

2/9

Optional

1

Source of Truth

FOR BRANDS & MARKETING TEAMS

Influencer Campaign Brief.

"A well-written brief is clear, honest, and specific about requirements — and generous with creative freedom. The more trust you extend to the creator's judgment, the better the content will perform."

DOCUMENT

Resource 11

FORMAT

Guide + Fillable Template

PAGES

28 · US Letter portrait

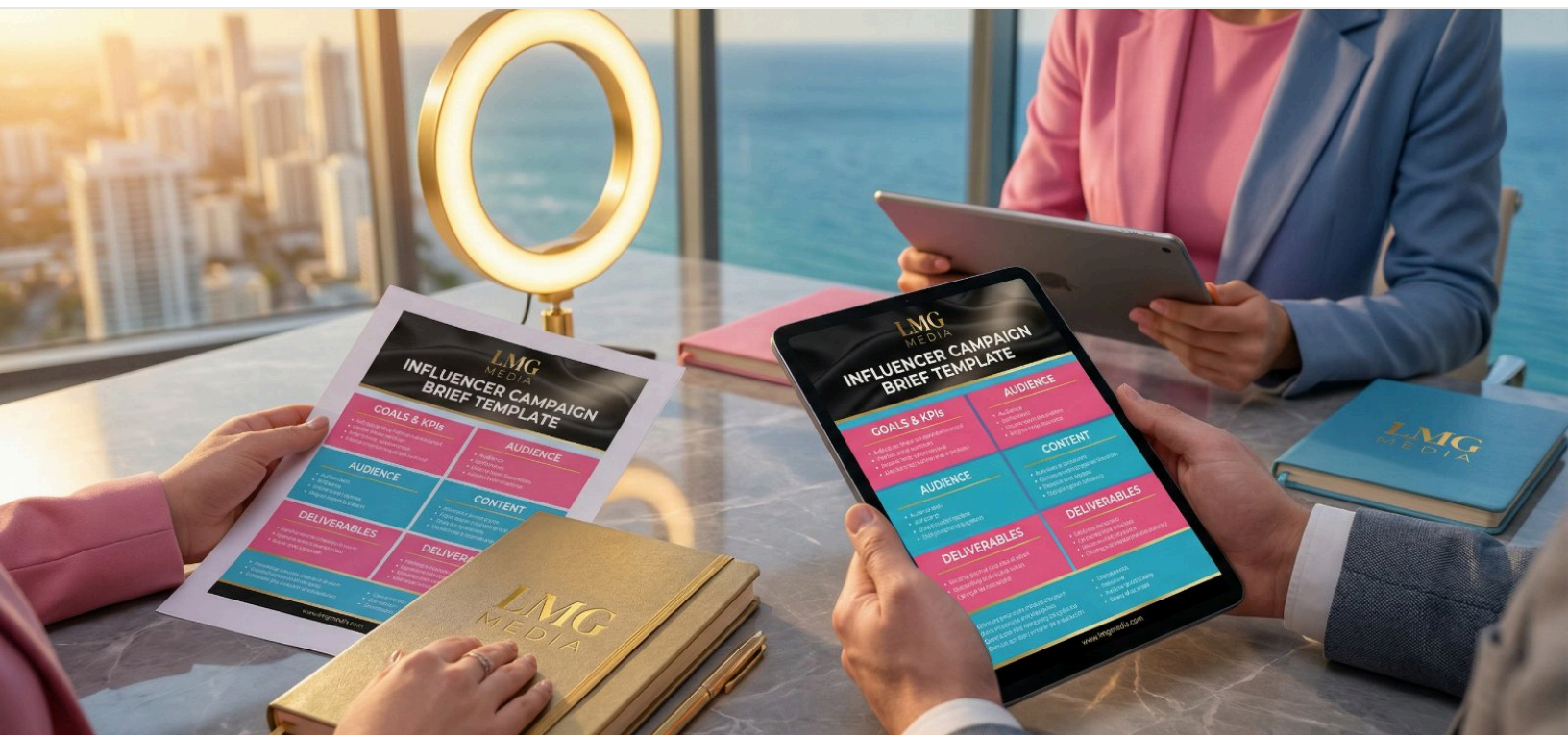
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HOW TO USE THIS TEMPLATE

Designed to give creators everything they need – and nothing that gets in their way.

This brief template is structured as a working document. Work through each section in order. Sections marked **[Required]** must be completed before the brief is sent. Sections marked **[Recommended]** should be completed wherever possible. Sections marked **[Optional]** can be omitted if not relevant to this campaign.

The guidance notes in *italics* beneath each heading explain what to include. **Delete the guidance before**

sending the brief to creators — it is for you, not for them.

A well-written brief is clear, honest, and specific about requirements — and generous with creative freedom. The more trust you extend to the creator's judgment, the better the content will perform.

The template that follows is fillable. Print it, complete it by hand or in a PDF editor, and send the finished version to your creator alongside any contract and asset pack.

Five Principles of a Great Brief

Discipline upfront, freedom in delivery.

A great brief is a contract of expectations. Five principles, consistently applied, separate briefs that produce excellent content from briefs that produce frustrated creators and disappointing posts.

01**Be specific about requirements**

Deliverables, dates, disclosure language, mandatory inclusions. Vague briefs lead to revision cycles.

02**Be generous with creative freedom**

Within the parameters, trust the creator's judgment entirely. Their voice is the reason you booked them.

03**Limit key messages to three**

Every message beyond three dilutes the others. The best creator content communicates one idea memorably.

04**Plan honest timelines**

Rushed timelines produce poor content. Build in real time for creation, review, and revision.

05**Define usage and rights upfront**

The single most common source of dispute. Specify exactly what you need before content goes live.

The more trust you extend to the creator's judgment, the better the content will perform — every time, without exception.

— LMG MEDIA CAMPAIGN DESK

THE TEMPLATE

THE TWELVE SECTIONS AT A GLANCE

A one-page map of the whole template.

All twelve sections, the order they appear, and what each one is for.

01 Campaign Overview

Brand background, dates, objective, budget.

REQUIRED

02 Target Audience

Consumer profile, mindset, journey stage.

REQUIRED

03 Product or Service

What you sell — including the key product truth.

REQUIRED

04 Key Messages

Three messages, no more. Plus tone of voice.

REQUIRED

05 Deliverables

Exactly what content the creator will produce.

REQUIRED

06 Creative Direction

Freedom statement, mood, what to include/avoid.

REQUIRED

07 Timeline

Milestones and approval turnaround.

REQUIRED

08 Disclosure

Market-specific compliance requirements.

REQUIRED

09 Usage Rights

Channels granted, usage period, exclusivity.

REQUIRED

10 Commercial Terms

Compensation, payment timeline, kill fee.

REQUIRED

11 Tracking

UTM links, promo codes, performance reporting.

REQUIRED

12 Creator Confirmation

Sign-off before work begins.

REQUIRED

"The template that follows is a working document — print it, fill it in, send it."

Section 01

Campaign Overview.

REQUIRED

1.1 Brand Background

Two to three sentences. Who are you, what do you do, and what makes you different? Write for a creator who may not be familiar with your brand. Avoid marketing language — describe the brand honestly.

Brand description...

1.2 Campaign Name and Dates

CAMPAIGN NAME

CONTENT LIVE DATE(S)

CAMPAIGN END
DATE

1.3 Campaign Objective

What is this campaign trying to achieve? Be specific. Choose the primary objective and add one to two sentences of context.

- | | |
|--|---|
| ☐ Brand awareness — reaching new audiences | ☐ Product launch — introducing a new product |
| ☐ Direct sales — affiliate links or promo codes | ☐ App downloads or sign-ups |
| ☐ Content generation — high-quality brand content | ☐ Event amplification |
| ☐ Other: _____ | |

PRIMARY OBJECTIVE

Select from above and describe in one to two sentences...

1.4 Campaign Budget Range

OPTIONAL · SHARE IF RELEVANT

Sharing a budget range with creators helps them understand the scope of the partnership and calibrate their expectations.

BUDGET RANGE

e.g. \$3,000 – \$5,000 · or "Discussed separately"

Section 02

Target Audience.

REQUIRED

Describe the consumer you are trying to reach — not the creator's audience, but the end consumer your brand is targeting. The creator will use this to calibrate their content.

2.1 Primary Audience Profile

AGE RANGE	e.g. 25–38	GENDER	e.g. Mixed / Female-skew
LOCATION	e.g. UK · US · UAE	INCOME LEVEL	e.g. Mid-market / Affluent
INTERESTS	e.g. Fashion, wellness, sustainability, travel		
PLATFORM BEHAVIOUR	e.g. Active on Instagram and TikTok; YouTube reviews before purchase		

2.2 Consumer Mindset

What does this consumer care about? What problems are they trying to solve? What motivates their purchase decisions? Two to four sentences.

Consumer mindset description...

2.3 Where This Consumer Is in Their Journey

- ☐ Not yet aware of our brand — focus on *discovery and introduction*
- ☐ Aware but not yet converted — focus on *consideration and trust-building*
- ☐ Existing customer — focus on *loyalty, repeat purchase, and advocacy*

Section 03

The Product or Service.

REQUIRED

3.1 What We Are Promoting

Be specific. If this is a product, name it. If this is a service or app, describe exactly what it does. Include a product link or sample if relevant.

PRODUCT / SERVICE			
DESCRIPTION	Two to three sentences — what it is, what it does, what makes it worth recommending...		
PRICE POINT	£/\$/€	URL	where to purchase

3.2 What We Want Creators to Try or Experience

If you are sending product for the creator to use, describe what you want them to experience. Which features matter most? How should they use it? What outcome should they notice?

Product experience guidance...

3.3 Key Product Truth THE SINGLE MOST IMPORTANT FIELD

The single most honest, compelling thing about this product. Not a marketing claim — the real reason someone should buy it. This is the core message you want creators to communicate.

One to two sentences...

Section 04

Key Messages.

REQUIRED

List no more than three key messages. These are the points you need communicated — not scripts, not exact wording. Creators will express these in their own voice.

Why a maximum of three? Because every message you add beyond three dilutes the others. The best creator content communicates one idea memorably. Three is the maximum. One or two is better.

• Key Message 1

e.g. "This product is genuinely different from anything else in the category — and here's why."

• Key Message 2

e.g. "It fits into a real routine — it is not complicated to use."

• Key Message 3

OPTIONAL · USE ONLY IF ESSENTIAL

If needed...

4.1 Tone of Voice

How should the creator talk about this brand and product? Choose all that apply.

- ☐ Warm and personal
- ☐ Playful and entertaining
- ☐ Honest and direct

- ☐ Expert and authoritative
- ☐ Aspirational and elevated
- ☐ Educational and informative

ADDITIONAL NOTES

Any specific notes on how you want the brand to come across...

Section 05

Deliverables.

REQUIRED

Be precise. Vague deliverables lead to disputes and revision requests. Specify exactly what you need.

5.1 Platform(s)

- ☐ Instagram – Feed post (static)
- ☐ Instagram – Reel
- ☐ TikTok – Video
- ☐ YouTube – Integrated mention
- ☐ LinkedIn – Post
- ☐ Instagram – Carousel post
- ☐ Instagram – Stories (frames: _____)
- ☐ YouTube – Dedicated video
- ☐ YouTube – Shorts
- ☐ Other: _____

5.2 Quantity & Length

FORMAT	QUANTITY	MINIMUM DURATION / LENGTH
		e.g. 30 seconds · 800 words

5.3 Content Specifications

ASPECT RATIO	e.g. 9:16 Reels / 1:1 feed	RESOLUTION	e.g. min. 1080p
PRODUCT MUST BE		BRAND ACCOUNT MUST BE	
☐ Shown clearly		☐ Tagged in post	
☐ Worn / used on camera		☐ Mentioned in caption	
☐ Verbally mentioned		☐ Linked in bio during campaign	
☐ Tagged in post			

5.4 Caption Requirements

List any mandatory caption elements — URLs, CTAs, hashtags, disclosure. Keep mandatory elements to a minimum.

DISCLOSUREe.g. "#ad" or "Paid partnership with @brand" — see Section 8

CALL TO ACTIONe.g. "Link in bio" / "Use code [CODE] for 15% off"

BRAND TAG@brandhandleHASHTAGS#hashtag

THE PRINCIPLE BEHIND SECTION 06

The most important section in the whole brief.

Read this before you write Section 06. The instinct of most brand teams is to over-specify creative direction. The discipline of great briefs is the opposite — set the parameters, then get out of the creator's way.

The line is this: **be specific about requirements** — the deliverable format, the mandatory inclusions, the disclosure, the things to avoid for brand safety or legal reasons. **Be generous with creative freedom** — let the creator decide how to make the content land with their audience.

Briefs that prescribe shot lists, scripts, or exact captions consistently produce inauthentic content that audiences immediately recognise as advertising. Briefs that set clear parameters and trust the creator produce content that feels native — and converts at materially higher rates.

The "Creative Freedom Statement" on the next page is the verbatim opening for Section 06. Use it.



Section 06

Creative Direction.

REQUIRED

6.1 Creative Freedom Statement

INCLUDE VERBATIM

We recommend including this statement verbatim in every brief you send. It sets the right expectation and consistently produces better content.

We have chosen to work with you because of your authentic voice and your relationship with your audience. The guidance below sets parameters — it does not prescribe your creative approach. Within these parameters, we trust your judgment entirely. Content that feels genuinely yours will always outperform content that follows a script.

6.2 Creative Direction

Describe the visual world, mood, and approach you are hoping for. Think in terms of mood and feeling, not specific instructions.

SETTING

e.g. Natural light, home environment / Outdoors / Studio aesthetic

MOOD

e.g. Relaxed and authentic / Aspirational but accessible / High energy

VISUAL REFERENCES

Link to mood board, Pinterest, or content examples if available

Section 06 · continued

What to **include** and what to avoid.

REQUIRED

6.3 What to Include

List specific content elements that are required or strongly recommended. Three to five items maximum.

e.g. Show the product in use, not just held up to camera

e.g. Include a verbal recommendation — not just visual placement

e.g. Show before and after if relevant to the product

6.4 What to Avoid

List specific things the creator should not do — for brand safety, legal, or creative reasons. Keep this list specific and actionable.

e.g. Do not show the product alongside competitor products

e.g. Do not make medical or clinical claims about the product

e.g. Do not film in environments inconsistent with the brand aesthetic

e.g. Do not use filter effects that significantly alter product colour

Section 07

Timeline.

REQUIRED

Every date in this timeline must be realistic. Rushed timelines produce poor content. Build in adequate time for creation, review, and revision.

MILESTONE	DATE
Brief issued to creator	
Creator confirms participation	
Contract signed	
Product dispatched / experience booked	
Draft content submitted for review	
Brand feedback provided	
Revised content submitted (if needed)	
Final approval	
Content goes live	
Performance data shared with brand	<i>typically 7 and 30 days post-live</i>

A note on lead time. Build a minimum of two weeks from brief-issued to content-live for standard partnerships, and three to four weeks for high-production formats. Anything shorter typically attracts a rush fee of 20–50% on the base rate.

Section 07 · continued

Approval process.

REQUIRED

7.1 Approval Process

REVISION ROUNDS PERMITTED	<i>e.g. Up to 2 rounds of revisions</i>
APPROVER NAME & TITLE	<i>Name and title of approver at brand</i>
APPROVER EMAIL	
APPROVAL METHOD	<i>e.g. Email / Shared Google Drive folder / Brand portal</i>
APPROVAL TURNAROUND	<i>e.g. Brand will respond within 48 hours of submission</i>

A note for brands. Approval processes that take longer than 48 to 72 hours significantly damage creator relationships and campaign timelines. Assign a dedicated approver and commit to a response window. The brief is a promise the brand makes to the creator — keeping the promise on approval is non-negotiable.

• Approval Sign-off Loop

- ☐ Draft submitted by creator on the date in the timeline above
- ☐ Brand feedback returned within the agreed turnaround window
- ☐ All feedback is consolidated into one response — not multiple rounds of partial feedback
- ☐ Revised content submitted within the agreed revision window
- ☐ Final approval explicitly written — not assumed from silence

Section 08

Disclosure requirements.

REQUIRED

Disclosure is not optional. Non-compliant content creates regulatory and reputational risk for both the brand and the creator. This section must be completed and briefed explicitly.

8.1 Market-Specific Requirements

REFERENCE ONLY · NO FIELDS

United Kingdom ASA

All paid content must include a clear, prominent disclosure at the very start of the caption or description. Acceptable labels: "Ad", "Advert", "Advertising", "Paid Partnership", "Sponsored". The Instagram paid partnership label must be enabled. Disclosure buried in hashtags or placed after body copy does not meet ASA standards.

United States FTC

All paid content must **clearly and conspicuously** disclose any material connection between creator and brand. Disclosure must be unavoidable — at the start of captions, visible without clicking "more", and stated **verbally** at the start of video content. The FTC extends liability to brands — not just creators — for non-compliant content.

UAE National Media Council

The National Media Council requires disclosure of commercial content. Work with creators to ensure appropriate disclosure language is used in both **English and Arabic content** where relevant. Content must comply with UAE cultural-content standards.

EU / France ARPP + DSA

French influencer marketing law requires prominent disclosure as "**Publicité**" or "**Collaboration commerciale**". EU markets require compliance with platform disclosure features and applicable national advertising standards. GDPR applies to data collection.

Section 08 · continued

Disclosure for this campaign.

REQUIRED

8.2 Disclosure Language Agreed for This Campaign

Specify the exact disclosure language the creator will use, and confirm the platform disclosure features that must be enabled.

CAPTION DISCLOSURE

e.g. "Ad — paid partnership with @brandhandle" — at the very start of the caption

VERBAL DISCLOSURE

e.g. "This video is sponsored by [Brand]" — stated at the start of the video

Platform Disclosure Features Required

- ☐ Instagram **Paid Partnership** label enabled
- ☐ TikTok **Branded Content** toggle activated
- ☐ YouTube **Paid Promotion** feature enabled
- ☐ LinkedIn — disclosure in body of post (*no platform feature*)

Target Markets for This Campaign

- | | | |
|---|--|---------------------------------------|
| ☐ United Kingdom | ☐ United States | ☐ UAE |
| ☐ France | ☐ EU (other) | ☐ Other: _____ |

A note on retroactive compliance. If a creator publishes non-compliant content, retroactive fixes — edited captions, added disclosure, re-cut video — are significantly more painful than getting it right first time. Build disclosure into the brief and into approval, not as a check after the fact.

SECTION 09 · PRINCIPLE

THE PRINCIPLE BEHIND SECTION 09

Usage rights are not an afterthought.

A vague usage-rights clause is the single most expensive mistake in influencer briefs.

Retrofitting rights after content is live triggers fee re-negotiation that materially exceeds what the rights would have cost upfront — and damages the creator relationship while you're at it.

The discipline is simple: **map every channel the content will appear on before you send the brief.** Brand organic social, paid social boosting, brand website, email marketing, retail materials, out-of-home, broadcast. Each one is a separate right and may carry a separate fee.

The right structure is a single up-front agreement covering all expected channels, not a series of single-channel extensions later. Section 09 walks through the standard rights map — use it as a checklist of what to negotiate, not what to defer.

"Usage rights are the single most common source of dispute. Be precise upfront."

Section 09

Usage Rights.

REQUIRED

Define exactly what rights the brand is acquiring. Vague usage rights agreements are a common source of dispute. Be precise.

9.1 Usage Rights Granted

- | | |
|--|---|
| ☐ Brand-owned organic social media channels | ☐ Paid social advertising (<i>boosting / whitelisting</i>) |
| ☐ Brand website and landing pages | ☐ Email marketing |
| ☐ Retail partner materials | ☐ Out-of-home advertising |
| ☐ Television or broadcast | ☐ No additional rights – creator's channel only |

9.2 Usage Period

RIGHTS GRANTED FOR e.g. 12 months from content live date / In perpetuity

9.3 Exclusivity

OPTIONAL

Does the brand require the creator to refrain from promoting competitor products during or after the campaign?

- ☐ No exclusivity required
- ☐ Category exclusivity during campaign period: _____
- ☐ Full exclusivity during campaign period: _____
- ☐ Post-campaign exclusivity: _____

A note on exclusivity fees. Exclusivity requirements carry an additional fee at negotiation – typically 20–50% of the base rate depending on category and duration. Be specific about what category is covered.

Section 10

Commercial Terms.

REQUIRED

10.1 Compensation

- ☐ Flat fee: £/\$/€ amount _____
- ☐ Product only (gifting): Product + estimated retail value _____
- ☐ Affiliate commission: % _____ of sale via platform / link _____
- ☐ Flat fee + affiliate: Fee _____ + % commission _____
- ☐ To be discussed

10.2 Payment Terms

INVOICE TO Brand name and invoicing contact

PAYMENT TIMELINE e.g. 50% on contract signing, 50% on content live / 30 days from invoice

CURRENCY GBP / USD / EUR / AED

10.3 Kill Fee

RECOMMENDED

A kill fee protects both parties if the campaign is cancelled after the creator has begun work.

If the brand cancels this campaign after e.g. content draft submitted, the creator will receive e.g. 50% of the agreed fee.

Section 11

Tracking & Performance.

REQUIRED

11.1 Tracking Links

Ensure this link is working and tested before briefing.

UNIQUE UTM LINK

URL with UTM parameters

11.2 Promo Code

IF APPLICABLE

CREATOR-SPECIFIC CODE

e.g. CREATOR15

DISCOUNT

e.g. 15% off all orders

VALIDITY PERIOD

Start date – end date

11.3 Performance Reporting

Define exactly what data the creator will share, and on what timeline. Reporting expectations should be in the brief – not a follow-up email after content goes live.

CREATOR TO SHARE ANALYTICS

☐ Yes ☐ No

DATA REQUESTED

e.g. Impressions, reach, engagement rate, link clicks, story swipe-ups

REPORTING TIMELINE

e.g. 7 days and 30 days after content goes live

HOW TO SHARE

e.g. Screenshots via email / Shared analytics report

Section 12

Creator Confirmation.

REQUIRED

To be completed by the creator before work begins.

By proceeding with this campaign, the creator confirms that they:

- ☐ Have read and understood this brief in full
- ☐ Agree to the deliverables, timeline, and commercial terms as stated
- ☐ Will comply with all disclosure requirements in the relevant market(s)
- ☐ Will submit content for approval before publishing
- ☐ Are not under any existing exclusivity obligations that conflict with this campaign

CREATOR NAME

PLATFORM HANDLE(S)

CONFIRMATION DATE

AGENT / MANAGER CONTACT

CREATOR SIGNATURE

A note on confirmation. A signed Section 12 is the moment the brief becomes a working agreement. Don't skip it — and don't accept verbal confirmation in place of the signed page.

QUICK REFERENCE

Common briefing mistakes to avoid.

A checklist for brand marketers reviewing their brief before sending. If you can read each line and honestly say "we got this right," the brief is ready to go.

EIGHT MISTAKES – READ THIS LIST OUT LOUD

- ☐ **Over-specifying creative direction.** Trust the creator's voice. Set parameters, don't write scripts.
- ☐ **Including more than three key messages.** Prioritise ruthlessly. The fourth message dilutes the first three.
- ☐ **Vague or unrealistic timelines.** Every milestone date must be achievable. Build in buffer.
- ☐ **Omitting disclosure requirements.** Include them explicitly in every brief – never leave it to creator interpretation.
- ☐ **Leaving usage rights undefined.** Specify exactly what channels and what period. Retrofitting is expensive.
- ☐ **Not including a trackable link or promo code.** Attribution requires infrastructure. Build it before the brief goes out.
- ☐ **Sending the brief without a product sample or experience.** Creators cannot brief what they have not tried.
- ☐ **Omitting a kill fee clause.** Protect both parties if the campaign changes or cancels mid-flight.



"The final check before the brief leaves your inbox."

PRE-FLIGHT CHECKLIST

Twelve checks before sending.

A positive checklist — read each line and confirm. If any line is missing, the brief is not ready.

PRE-FLIGHT · TWELVE CHECKS

- ☐ **01** · All twelve sections have been completed
- ☐ **02** · Italic guidance notes have been deleted
- ☐ **03** · Campaign objective is one of the listed options, with one to two sentences of context
- ☐ **04** · Target audience description is the consumer, not the creator's audience
- ☐ **05** · Key product truth is honest — not a marketing claim
- ☐ **06** · No more than three key messages
- ☐ **07** · Deliverables include quantity, length, and content specifications
- ☐ **08** · Creative Freedom Statement is included verbatim
- ☐ **09** · Every milestone date in the timeline is realistic
- ☐ **10** · Approval turnaround is committed, not aspirational
- ☐ **11** · Disclosure language is specified for each target market
- ☐ **12** · Usage rights cover every channel where content will appear

● BRIEF · SOURCE · MANAGE · REPORT



A working partner from the first brief to the final performance report.

ABOUT LMG MEDIA

Where Quality Brands Meet **Iconic Influence.**

LMG Media is an influencer marketing agency working with brands across **fashion, beauty, luxury, fitness, gaming, ecommerce, and tech** — in markets including London, New York, Dubai, Los Angeles, Miami, and Paris.

If you would like support building and managing your influencer campaigns — from creator sourcing and

briefing to contract management, content approval, and performance reporting — get in touch.

This template is provided for informational purposes. It does not constitute legal advice. For campaigns involving significant commercial value, usage rights, or exclusivity arrangements, we recommend having your contracts reviewed by a qualified legal professional.

[Start Your Campaign →](#)[Get in Touch](#)[lmg.media](#)

HOW WE WORK WITH BRANDS

From the first brief, to the final report.

If you would like support at any point in the brief-to-campaign-to-report process, we work as an end-to-end agency partner or on a single-stage basis. Most of our clients begin with creator sourcing and briefing and expand into the rest of the workflow over time.

01**Creator sourcing**

Active networks across fashion, beauty, luxury, fitness, gaming, ecommerce, and tech in six global markets.

02**Briefing & contracting**

From the template in this guide to fully negotiated commercial terms and usage rights.

03**Content approval**

Managed approval cycles with committed turnaround windows — the creator-facing promise we hold ourselves to.

04**Performance reporting**

7-day and 30-day post-live reporting on every campaign, with comparison to internal benchmarks.

[Start Your Campaign →](#)[Get in Touch](#)[lmg.media](#)



*Where Quality Brands
Meet **Iconic** **Influence**.*

Brief

| *Source*

| *Manage*