

[BRAND NAME]
[CAMPAIGN TITLE]
CONTENT BRIEF

[BRAND NAME] - [CAMPAIGN TITLE] (SOCIAL MEDIA PLATFORM)

ABOUT [YOUR BRAND]



[Product Image]



[Example Photo]

Summarise your brand and campaign goals (awareness, engagement, etc). Provide context to your campaign and why it matters to the creator.

Describe the unique selling points of your brand and its products. Include notable features and what makes you different from competitors:

- [Brand detail(s)...]
- [Product detail(s)...]
- [Unique selling point(s)...]

ABOUT [YOUR BRAND]



[Product Image]



[Example Photo]

Describe the specific product(s) creators will be receiving for their post. Include details such as quantity, size, flavor(s), etc.

Remind the creator of the benefits of your product(s). Insert photos above.

- [Benefit #1...]
- [Benefit #2...]
- [Benefit #3...]

KEY TALKING POINTS

Suggest words, phrases and benefits to include in the creator's caption copy.

- [Talking point #1...]
- [Talking point #2...]
- [Talking point #3...]

Describe pain points and challenges that your product(s) can solve for your target audience. Time saved, money saved, less hassle, easy to use, etc.

- [Talking point #1...]
- [Talking point #2...]
- [Talking point #3...]

Offer relevant content ideas. Visual details, settings, angles, lighting, etc.

Describe your desired tone (humorous, lighthearted, professional, educational, etc).

Invite the creator to describe in their own words why they love your brand and product(s).



[BRAND NAME] - [CAMPAIGN TITLE] (SOCIAL MEDIA PLATFORM)

RULES AND REQUIRED ACTIONS

Summarise your content requirements and any non-negotiable guidelines for creators (example bullets follow based on a brief for a beauty brand).

- Post (1) Instagram Reel video incorporating [Brand X]'s [Product] as part of your morning routine.
- Post one (1) Instagram Grid post showcasing your use of [Brand X]'s [Product]
- Product bottle must be visible in the image.
- No other beauty or skincare brands may be directly mentioned or tagged in your Instagram posts.
- Both posts must stay live for at least 90 days.
- Must use #gifted or mention clearly [Brand X] sent you these products (to comply with ASA guidelines).
- "Like" count cannot be hidden on Instagram posts

MENTIONS AND TAGS

Must use required mentions in content and hashtags where specified.

Must use:

#[campaignhashtag]

#[campaignhashtag]

Must mention:

@[BrandHandle]

CAMPAIGN DEADLINES

Instagram Grid Post Due for Approval By: [MM/DD/YYYY]

Instagram Reel Due for Approval By: [MM/DD/YYYY]

Please email social@rkh.co.uk if you have any questions.





**THANK
YOU**