

## PLAYR STARTER CAMPAIGN BRIEF

### BRAND INFORMATION

Brand Name: \_\_\_\_\_

Campaign Contact: \_\_\_\_\_

Email: \_\_\_\_\_

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#### 1. WHAT ARE YOU PROMOTING?

Product

Service

Mobile App

Event

Other: \_\_\_\_\_

Campaign/Product Name:

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#### 2. WHO IS YOUR TARGET AUDIENCE?

High School Athletes

College Athletes

Parents

Coaches

Fitness Enthusiasts

General Consumers

Other: \_\_\_\_\_

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3. WHAT ARE THE 3 MOST IMPORTANT THINGS CREATORS SHOULD MENTION

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_ \

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4. WHAT ACTION SHOULD VIEWERS TAKE?

Visit Website

Download App

Use Promo Code

Follow Brand

Purchase Product

Other: \_\_\_\_\_

Link / Promo Code:

\_\_\_\_\_  
\_\_\_\_\_

5. REQUIRED TAGS OR HASHTAGS

\_\_\_\_\_  
\_\_\_\_\_

6. ANYTHING CREATORS SHOULD AVOID?

\_\_\_\_\_  
\_\_\_\_\_

DELIVERABLES

1 Instagram Reel

3 Instagram Stories

1 Feed Post (Carousel of 5 Lifestyle Photos)

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POSTING TIMELINE

Upon receipt of product or attendance at event:

- Reel posted within 7 days
  - Stories posted within 14 days
  - Feed Post posted within 14 days
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#### COMPENSATION

- Product Only
- Fixed Payment
- Affiliate Commission
- Product + Payment

Amount: \$ \_\_\_\_\_

Product Provided?

- Yes
- No

Estimated Product Value: \$ \_\_\_\_\_

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#### CREATOR FREEDOM

- Creator may use their own style and wording
  - Brand approval required before posting
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#### USAGE RIGHTS

- Organic Use Only (Social Media + Website)
- Paid Advertising Rights Included

Note: Paid Advertising Rights may require additional compensation.

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FINAL APPROVAL

Approval Required Before Posting?

Yes

No

Contact name and number \_\_\_\_\_