

# Creative Brief Sample Pack

## Brief – Terrific Tacos

Objective: drive trials among taco enthusiasts in 25Q3.

Audience: interest in Mexican cuisine; TX/CA/AZ density; age 25–44; cohort ≥ 50.

Tone: warm, food■forward; avoid health/performance claims.

Mandatories: include #Ad when required; terms link if promo mentioned.

- Compliant: “Taco Tuesday made easy. Fresh picks for busy nights.”
- Noncompliant: “Cures heartburn in a week!”

## Brief – Best Burgers

Objective: increase repeat visits among burger■preferring audiences; 18–34 skew.

Tone: casual, upbeat; avoid “lowest price ever.”

Deliverables: TikTok hook, IG caption, Email subject+preheader.

- Compliant: “Burger night, simplified. Grab■and■go happiness.”
- Noncompliant: “Guaranteed best price in town.”