**📝 Objective-Driven Creative Intake Template**

This template is designed to replace the old "headline/CTA" model. Instead of asking clients or sales for copy, we capture **objectives** and let technology + your creative team generate compliant, on-brand assets.

**1. Campaign Overview**

* **Campaign Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Launch Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Budget / Flight Dates (optional):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2. Marketing Objective (select one or more)**

☐ Awareness (reach, impressions)  
☐ Engagement (clicks, video views, social interactions)  
☐ Lead Generation (form fills, registrations)  
☐ Purchase / Conversion  
☐ Retention / Loyalty  
☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**3. Target Audience**

* **Geography:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Demographics:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Psychographics / Interests (if known):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4. Product / Offer**

* **What’s being promoted?**
* **Unique Selling Point (optional):**

**5. Brand & Tone**

* **Tone of Voice (check one):**
  + ☐ Professional
  + ☐ Fun / Playful
  + ☐ Urgent / Limited-Time
  + ☐ Premium / Luxury
  + ☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Brand Assets to Apply Automatically (check):**
  + ☐ Logo
  + ☐ Fonts
  + ☐ Colors
  + ☐ Brand Guidelines Link: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**6. Channels –** pulled from proposal

**7. KPIs –** pulled from tactics/proposal

**8. Optional Inputs**

* **Previous Top-Performing Creative Links (if any):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Do’s and Don’ts (words, imagery, compliance):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**🚀 What Happens Next**

1. **AI Copy Generation** – System generates multiple headlines, body copy, and CTAs aligned to objectives.
2. **Brand Automation** – Templates automatically apply brand logos, fonts, and colors.
3. **Image/Video Suggestions** – Stock or AI-sourced visuals matched to product/audience.
4. **Human Review** – Creative Strategist + QA refine and approve.
5. **Delivery** – Final creative assets produced in all requested formats with DSP tags and tracking embedded.