Campaign Brief Review Checklist

Run this gate on any brief — from Now It Fits, an AI tool, or a freelancer — before anyone writes a word of copy from it.

The Argument

- ■ CHECK: The brief names ONE lead angle and says why it won. A brief with three lead angles has none.
- ■ CHECK: The supporting angles are listed as support, in order — not as equals competing for the headline.
- ■ CHECK: The brief states who the campaign is NOT for. Exclusion sharpens every line that follows.

The Evidence

- ■ CHECK: Every factual claim in the brief has a source you can open. No source means the claim gets cut or proven.
- ■ CHECK: Proof elements are real: named results, real numbers, actual screenshots. Placeholders dressed as proof are how brands get in trouble.
- ■ CHECK: Competitor references are current. Prices and offers from last quarter argue against you in public.

The Execution Fit

- ■ CHECK: The brief fits the channel: a proof-led angle needs room for evidence; a consequence angle needs a story the format can hold.
- ■ CHECK: The call to action in the brief matches the offer's real next step — no stronger, no weaker.
- ■ CHECK: A deadline or reason-to-act is included only if it is true. Invented urgency is the fastest trust leak in marketing.

Sign-Off

- Brief reviewed by: _____ Date: _____ Verdict: ship / revise / re-angle (circle one).

A ranked angle is a hypothesis. This worksheet turns it into evidence before the full budget follows it.

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