KOL NATION

kolnation.com

Creator Brief Template

One page. Fill in every box before you contact a creator, then share this with them.

Brand: _____ **Product/service:** _____ **Campaign name:** _____

Brand contact (name, WhatsApp/email): _____ **Creator / handle:** _____

1 Objective

What should this campaign do? Tick one main goal.

☐ Awareness ☐ Store visits / bookings ☐ Online sales

☐ App downloads ☐ Launch ☐ Other: _____

In one sentence: "After seeing this, we want people to _____."

Audience: who, where in Malaysia, which language(s) (BM / English / 中文 / Tamil / mix):

_____

2 Deliverables

Platform	Format (Reel, TikTok, Story, carousel, live)	Quantity	Length/size	Post date

Tags, link and code: @_____ Link in bio/Story link: _____ Promo code: _____

3 Key messages (max 3)

1. _____
2. _____
3. _____

Must-say (exact wording, if any): _____ (e.g. product name, offer, end date)

4 Do's and don'ts

✅ Do	❌ Don't
Say it in your own voice and style	Mention competitors
Show the product being used for real	Make claims we haven't approved (health, "No.1", results)

Sensitive points (halal, religion, race, royalty, politics):

_____

5 Timeline

Step	Date
Brief sent	
Product/samples delivered	
Draft/concept to brand	
Feedback back to creator	
Final approval	
Go live	
Insights screenshot shared	

6 Usage rights

☐ Organic repost on brand pages only

☐ Paid ads / whitelisting ☐ Website / marketplace listing

☐ Print / in-store

Period: ____ months · Platforms: _____ · Raw files needed? ☐ Yes ☐ No

Anything beyond this needs a new agreement (and fee).

7 Disclosure

Every paid or gifted post must be clearly labelled.

☐ Use the platform's paid-partnership label where available

☐ #ad / #Iklan (or #sponsored / #collab) visible in the caption, not buried under hashtags

☐ For video: say or show "ad" / "iklan" early in the video

8 Feedback rounds

Included rounds: ☐ 1 ☐ 2 ☐ ____

Brand sends all feedback in **one consolidated message** within ____ working days.

Feedback covers accuracy and must-says, not the creator's personal style.

9 Payment terms

Fee: RM _____ ☐ Cash ☐ Product only ☐ Cash + product · SST/invoice: _____

Schedule: ____% upfront, ____% after going live · Paid within ____ days of invoice

Kill fee if the brand cancels after the creator starts: _____

Payment to:

_____

Agreed by Brand: _____ Date: _____ Creator: _____ Date: _____

Free template from KOL Nation (@kolnation). This is a planning guide, not a legal contract. For big campaigns, put the terms in a signed agreement.