

# Creative Brief

Company Name: **URF Tone**

Date: **Sep 18, 2025**

<b>Summary</b>	Seeking ongoing partnership at a fixed monthly cost to help build a consistent content strategy for my group's (URF Tone) social media pages (i.e. Instagram + TikTok).
<b>Target Audience</b>	Hip Hop fans, skewing a bit older (25-50). Fans of boom-bap, pure, alternative Hip Hop. Lookalike audiences of The Pharcyde, Slum Village, Mac Miller, Little Brother, etc.
<b>Goals</b>	Consistently post on social media. Depending on costs, we would love to have enough content to post 3-5 times per weeks (the more, the merrier).
<b>Metrics and KPIs</b>	Following, engagement, music streams, merch purchases.
<b>Deliverables</b>	Reels, still images, memes, etc.
<b>Teams</b>	
<b>Timeline</b>	Ongoing.
<b>Resources</b>	

**Budget**

\$600/month.