

Creative Brief

A lighter brief that gives direction but allows creators to bring their own style and ideas.

Looser briefs often lead to more natural, native-style content that performs well on social platforms.

WHAT TO INCLUDE

- Objective
- Format & platform
- Target audience
- Key message
- Creative direction
- Guardrails (DOs & DONTs)

WHAT TO AVOID

- Over-scripting
- Forcing exact wording
- Restricting creativity

WHY IT WORKS

- Allows creators to produce more natural content
- Often results in higher-performing ads
- Feels more authentic to audiences

BEST USED WHEN

Prioritising authenticity and testing different creative styles.

Creative Brief

OBJECTIVE

-> What is the main goal? Keep it simple (views, engagement, awareness)

FORMAT & PLATFORM

-> What platform, aspect ratio, and length should this be?

TARGET AUDIENCE

-> Who is this for? Think interests, not just age

KEY MESSAGE

-> What should the viewer take away from this?

CREATIVE DIRECTION

-> What style and closing feel should this have? Add examples.

GUARDRAILS

(DOs & DONTs)

-> What should creators lean into, and what should they avoid?