

Hybrid Brief

A mix of structure and flexibility, clear direction with room for creative input.

Hybrid briefs are commonly used to balance creative performance with brand consistency.

WHAT TO INCLUDE

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

WHAT TO AVOID

- Too rigid or too vague
- Conflicting instructions

WHY IT WORKS

- Balances performance and authenticity
- Gives direction without limiting creativity
- Often preferred by experienced creators

BEST USED WHEN

Scaling content while maintaining quality and consistency.

Hybrid Brief

OBJECTIVE

-> Balance performance with natural delivery

FORMAT & PLATFORM

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

TARGET AUDIENCE

-> Be specific enough to guide tone and messaging

KEY MESSAGE

-> What is the core message to land?

CREATIVE DIRECTION

-> Guide the outcome, not every word - leave room for style

SCRIPT GUIDANCE

-> Suggest a hook, key beat, B-roll, and close - guide the flow, not the exact words

GUARDRAILS

(DOs & DONTs)

-> What must creators always follow or avoid?