

Structured Brief

A clear and outcome-focused brief that tells creators exactly what the goal of the content is.

Structured briefs can significantly reduce revision cycles and improve overall content performance.

WHAT TO INCLUDE

- Objective
- Format & platform
- Target audience
- Key message
- Script structure
- Guardrails (DOs & DONTs)

WHAT TO AVOID

- Vague instructions
- Overloading with information
- No clear objective

WHY IT WORKS

- Gives creators clarity on what success looks like
- Reduces back-and-forth
- Leads to more performance-driven content

BEST USED WHEN

Working with multiple creators or scaling paid ads.

Structured Brief

OBJECTIVE

-> What is the goal of this content? (e.g. sales, clicks, awareness)

FORMAT & PLATFORM

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

TARGET AUDIENCE

-> Who is this for? Be specific (age, lifestyle, interests)

KEY MESSAGE

-> What is the one thing you want viewers to remember?

HOOK(S)

-> How should the video grab attention in the first 3 seconds?

BODY

(USPs, talking points)

-> What 2-3 USPs or talking points should the creator cover?

CTA(S)

-> What action should the viewer take next?

DOS & DONTs

-> What must creators always follow or avoid (compliance, tone, claims)?