

VERSION 47 – CREATIVE BRIEF

Prepared For: [Client Name]

Prepared By: [Your Name / Version 47 Team]

Date: [Insert Date]

Project Title: [Project Name or Working Title]

1. MARKET FOUNDATION

Business Context

What's happening in the client's business right now that makes this content important?

Audience / Market Snapshot

Who is the intended viewer in the context of the business model? Include any relevant segment distinctions.

Competitive Landscape

Who else is trying to reach this audience with similar messaging? Where is the opportunity to differentiate?

Brand Positioning

What is the brand's unique position in this market? Include the brand voice or key differentiators.

Key Insight

What single truth or unlock gives this campaign its strategic edge?

2. NARRATIVE OBJECTIVES

Objective

What is the core goal of this content? What does success look like?

Primary Audience (and any Secondary)

Define clearly who the content is for. Include role, desires, fears, etc.

Audience Takeaways / Desired Response

What should they feel, understand, and do after watching?

Underlying Themes / Emotional Keywords

What emotional ideas shape tone and visuals?

Content Outline

What is the structure of the stories being told? If the info for specific Content Outlines isn't available. What are some ideas for packaging up the needs detailed in this brief as a range of strategic video deliverables?

3. CREATIVE STRATEGY

Creative Concept / Core Idea

What is the big idea that translates strategy into story?

Tone / Voice (especially music)

How should it feel emotionally?

Mood / Visual Language

What will it look like visually?

Narrative Structure (Sequence)

Provide a rough storyline or beat-by-beat breakdown.

4. EXECUTIONAL LAYER

References / Inspiration

Link to reference videos, mood boards, previous work.

Timeline / Phases

List key dates and phases from development through delivery.

Deliverables

List out formats, versions, and additional creative assets.

Constraints / Requirements

Note brand rules, locked talent, budget boundaries, etc.

5. MEASURING SUCCESS

Audience Impact (Qualitative)

What kind of qualitative feedback or cues are we looking for?

Business Impact (Quantitative)

What does success look like in numbers (KPIs, ROI, leads, etc.)?

Success Narrative (Optional)

Write a hypothetical outcome statement in past tense.

Attribution Strategy (Optional)

How will performance be tracked across channels and tools?

6. APPENDIX (Optional)

Messaging Category, Story Format, Distribution Plan, KPIs, etc.