Creative Brief Kit

Version 1 · 57 items · PDF and Word (DOCX, editable) · Monastic Media

Part 1 · Brief template

Field	What to write	Example
Basics		
Brand in one line	Write one sentence a creator could repeat to a friend: what the brand makes, for whom, and the attitude behind it. People usually paste the About Us page or a mission statement, which tells the creator nothing they can film.	Example [BRAND] makes short-routine skincare for people who get ready in the 10 minutes between waking up and leaving for work.
Product and what makes it different	Name the product type, its format and texture, and the one thing that sets it apart from the five similar bottles on the same shelf. The common mistake is listing every ingredient; pick the difference a camera can show, like a texture, a pump or a finish.	Example [PRODUCT] is a water-light niacinamide serum in a 30 ml pump bottle. Different because it absorbs in under a minute and leaves no shine, so it sits under sunscreen without pilling.
Where the ad will run	List every placement this edit will run in, since that decides framing, length and where text can sit. Teams often write 'Instagram' and then get a 16:9 video with captions inside the Stories UI zone.	Example Meta: Instagram Reels and Facebook Reels (main), Instagram Stories (secondary), Feed as 4:5 cutdown. No YouTube or website use in this round.
Goal		
Objective	State the single job this ad has in the funnel: introduce the product to cold viewers, bring back site visitors, or push a launch offer. Asking one video to build awareness and close sales at once is the usual error, and it produces a muddled script.	Example Introduce [PRODUCT] to people who have never heard of [BRAND] and get them to tap through to the product page during launch week.

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What a good result looks like	Describe what the team will look at to call this creative a winner, and by when. Write the metric and the comparison point, not a vague wish like 'go viral', and keep revenue targets out of the creator brief.	Example After 7 days of spend: 3-second view rate and outbound click rate on par with or above our current best Reel ([CURRENT BEST BENCHMARK]). At least 1 hook from this batch kept running into week 2.
Audience		
Who we are talking to	Describe one real person: their day, where they shop, what is already on their bathroom shelf. Age and city alone give the creator nothing to cast or style around.	Example A working woman who commutes by metro or cab, owns a cleanser and a sunscreen, buys skincare after watching Reels at night, and has a drawer of half-used serums she gave up on.
What they believe today	Write what this person thinks right now about the category, in their words, including the doubt that stops them buying. People skip this and jump to what we want them to think, which leaves the script nothing to push against.	Example "Serums are sticky, and layering them under sunscreen makes my face feel heavy by lunch. I'll just stick to my two-step routine."
The insight	Write the human tension behind the belief: the gap between what they want and what they actually do. A demographic fact or a product feature is not an insight; if it does not make someone nod, rewrite it.	Example She wants a proper routine, but every extra layer adds minutes and a greasy feel she notices in the office lift mirror, so she drops steps to keep the morning moving.
Message		
Single-minded proposition	One sentence, one idea, that the whole ad proves. If you need 'and' to finish it, you have two propositions; pick one and move the other to reasons to believe.	Example A serum light enough to add to your morning without adding a single minute or any shine.
Reasons to believe	List 2 to 4 facts the creator can show or say that back up the proposition: texture, format, ingredient, how it is used. Avoid claims you cannot document, such as clinical results or skin outcomes, because they will not pass review.	Example 1. Water-gel texture: show 2 pumps spreading and sinking in on camera. 2. Contains niacinamide at [STATED CONCENTRATION] as per the label. 3. Fragrance-free formula. 4. Pump bottle fits a makeup pouch.
Tone of voice	Describe how the ad should sound using a real-life comparison, plus one thing it must never sound like. Single adjectives like 'fun' or 'premium' mean something different to every creator.	Example Like a friend showing you her shelf on a video call while getting ready. Never like a dermatologist lecture or a shopping channel.

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Hooks to test	Give 3 to 5 opening lines or visuals for the first 3 seconds, each a different type: a visual action, a spoken objection, a relatable moment. Writing 3 versions of the same line in different words tests nothing.	Example 1. Visual: close-up of a fingertip pressing on cheek after serum, then lifting off clean. 2. Spoken: "I stopped using serums because of this one problem." 3. Moment: phone alarm at 8:40, creator already at the door, serum in hand.
Mandatories	List what must appear in every edit: logo placement, product shot, disclosure, legal line, end card. Keep it short; a long list of must-haves squeezes out the story and creators start ignoring it.	Example Product pack visible by second 5. [BRAND] logo on end card only. 'Paid partnership' label switched on. Supers in brand font [FONT NAME]. End card line: "[PRODUCT]. Now on [WEBSITE]."
Do and don't	List 4 to 6 dos and 4 to 6 don'ts. Each one should be something you can check by watching the footage. People often write moods like 'keep it real', or copy banned claim words into the don'ts list, and the creator then repeats them on camera. Describe the action to avoid and leave out the words.	Example Do: spread [PRODUCT] with 2 fingers on bare cheeks at your own sink, show the pump and the cap, describe [BENEFIT] in your own words. Don't: put clips of your skin from two different dates side by side, talk about how your skin will change or by when, let another skincare pack into the frame, switch on beauty mode or a face filter.
References	Link 2 to 3 existing ads or Reels and say exactly what to take from each: the pacing, the opening, the light. Dropping links with no note leads to the creator copying the wrong thing.	Example Ref 1 [LINK]: copy the handheld mirror-selfie framing only. Ref 2 [LINK]: copy the jump-cut pace in the first 5 seconds. Ref 3 [LINK]: copy the end card layout, not the colours.
Delivery		
Formats and specs	Spell out ratio, resolution, frame rate, length and safe zones for each placement. Creators default to whatever their phone records, so missing specs means re-exports later.	Example 9:16, 1080x1920, 30 fps, 15 to 30 seconds. Keep text and faces out of the top 14% and bottom 20% for Reels and Stories UI. 4:5 Feed cutdown at 1080x1350. Export H.264 MP4, captions burned in plus separate SRT.
Deliverables and quantity	Count every file you expect: number of concepts, hook variations per concept, cutdowns and raw footage. Writing 'a few videos' always leads to an argument at invoice time.	Example 2 concepts x 3 hook variations = 6 Reels (9:16, 20 to 30 sec). 2 Feed cutdowns (4:5, 15 sec). 5 product B-roll clips (5 sec each). All raw footage in one shared folder.
Timeline and review rounds	Lay out steps in relative days with who acts at each step, and fix the	Example Day 1: brief call and product dispatched. Day 3: scripts approved. Day

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	number of review rounds. Open-ended 'feedback until final' is how a 1-week job turns into a month.	6: shoot. Day 8: first cut. Day 9: one round of consolidated feedback. Day 11: final files. Extra rounds billed separately.
Usage rights and disclosure	State where and how long the brand can use the content, whether it can run as ads from the creator's handle, and how the paid or gifted relationship is disclosed under ASCI. Vague rights are the most common reason a winning ad gets paused mid-campaign.	Example Paid usage on [BRAND] Meta ads and website for 6 months from first post, with whitelisting from the creator's handle. Disclosure: 'Paid partnership' label plus #ad in the first line of the caption. Raw files handed over; extension at [AGREED RATE].

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