Creative brief

Template by Toco Marketing · toco.marketing/resources/creative-brief-template/

Write over the grey prompts. One concept per brief, and at least two genuinely different variations of it.

1. The basics

Brand and product	*The product or offer we're advertising. One per brief.*
Brief owner and date	*Who wrote it and who answers questions.*
Deadline and launch	*When assets are due and when they go live.*
Channels and placements	*For example Meta Reels and Stories, Meta Feed, TikTok In-Feed.*
Formats	*How many statics, videos, UGC or carousels, and which sizes: 9:16, 4:5, 1:1.*

2. The job

Objective	*What this batch should do. One goal: new customers, a launch, a win-back.*
How we'll judge it	*The metric and the target, for example cost per first order under a set amount.*
Funnel stage	*Prospecting, retargeting or retention.*

3. The audience

Who we're talking to	*One persona, described in a sentence a friend would recognise.*
What they already believe	*About the problem, the category and us. Include the objection that stops them buying.*
Awareness stage	*Unaware, problem-aware, solution-aware, product-aware or most aware.*

4. The concept

Proven concept	*The concept you're adapting. Start from something that has already won, not a blank page.*
Evidence it works	*The ad it comes from and its result, against the account average.*
Copy framework	*AIDA, PAS, BAB or the 4 C's, matched to the awareness stage.*

5. The message

The one thing to say	*A single sentence. If it needs an 'and', it's two briefs.*
The one proof point	*One verifiable fact, review or result. Never invent numbers.*
Offer	*Price, discount, bundle or guarantee, or 'none'.*
Call to action	*One action only.*
Tone and words	*Write it the way you'd say it to a smart friend. Words to use and words to avoid.*

6. Rules and claims

Must include	*Logo, pack shot, legal lines, anything that has to appear.*
Claims check	*What we can and can't say. For health, beauty, finance and other regulated products, list the approved claims and the platform policies that apply.*
Must avoid	*Words, images and angles that are off-brand or off-limits.*

7. Variations

At least two, each through a different motivator: pain point, pleasure or aspiration, social proof, curiosity, fear or urgency, identity, feature-led, problem and solution, authority or expert, comparison. Change the opening visual too, not just the words.

#	Motivator	Opening visual	Hook line
1			
2			
3			

8. Beat sheet (video)

Write the video beat by beat, so someone who wasn't in the room could shoot the ad you have in your head.

Beat	Time	Visual	Voiceover	On-screen text
1 Hook	0–2s	*The pattern break that stops the scroll*		
2 Pivot	2–6s	*Move from the problem to the mechanism: why it works*		
3 Proof	6–12s	*Show the proof point*		
4 Action	12s+	*One clear call to action*		

9. Static layout

Layout	*Background, composition, any native-looking interface.*
Text on the image	*The scroll-stopping line.*
Supporting text	*Proof points, or 'none' if the image is hook-only.*

10. Specs and safe zones

Export sizes	*9:16 at 1440×2560 or 1080×1920. 4:5 at 1440×1800 or 1080×1350. 1:1 at 1080×1080.*
Safe zones checked	*Meta Reels and Stories: keep the top 14%, bottom 35% and 6% each side clear. TikTok on 1080×1920: 240px top, 660px bottom, 120px each side. Check at toco.marketing/tools/safe-zone-checker/*
Length and subtitles	*Target length, and burned-in subtitles for people watching with the sound off.*

11. Reporting and sign-off

Ad name and tags	*Concept, format, execution style, creative focus, awareness stage and motivator, so the report can read results back.*
Who signs off	*Who approves copy, design and claims, and by when.*