

# Creator Brief Template

## Instructions

Complete this brief before commissioning any content creator. A brief this specific takes fifteen minutes to write. The resulting content is usable across channels for six to twelve months.

## Brief Fields

### 1. Deliverables

*Specify exact formats, lengths, and resolutions. E.g., '10 vertical videos, 15–30 seconds each, minimum 1080x1920.'*

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### 2. Required Visual Elements

*The moments you need captured. E.g., 'the cheese pull, the sizzling pan, the dining room filling up at golden hour, the bartender cracking ice.'*

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### 3. Brand Context (in sensory terms)

*Not a category label but an atmosphere. E.g., 'a boisterous Friday night – warm lighting, shared plates, wine being poured, laughter in the background.' The creator needs to feel the energy, not read a cuisine description.*

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### 4. Explicit Exclusions

*What must not appear. E.g., 'no competitor logos, no extreme filters, no stock music, no scripted dialogue.'*

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### 5. Usage Rights

*Specify: 'Perpetual, non-exclusive usage rights to all commissioned content, across all paid and organic channels, with no additional licensing fees.'*

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### 6. Payment Terms

*Specify rate, payment timeline (within 30 days of delivery is standard), and any kill fee if the shoot is cancelled.*

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## 7. Disclosure Requirements

*Zero-tolerance disclosure clause. Every piece of content must include both visual and verbal partnership acknowledgement per FTC/ASA regulations.*

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