

CONTENT BRIEF: Yaleo Story / Yaleo Video

KEY INFO	
Client name	
Client website	
Target market	
Industry <i>(eg. F&B, Retail, Finance, etc)</i>	
Type of pitch	• Mock-up • Campaign • Mock-up to Campaign
Campaign name/details <i>(including key messages)</i>	
Type of story / video	• In-feed (see demo on NZZ.ch / see demo on blick.ch) • Landing Page (see demo)
Number of stories	
KPI Focus	• Interactions and Interaction-Rate • Time on Story/Video • Video-Metric (Time on Story or VTR) • Click-Outs and Traffic to Client-Page
Type of content to be included	• Videos • Images • Quizzes • Polls • Maps • Forms • Shoppable • Click-to-buy • Store locations
Content language	
Key assets	
Additional files/references	Eg.: Specific Example from https://showcase.yaleo.com/
Campaign trackers/Clickthrough URL	
Campaign start date	

YALEO STORY INFO	
Campaign name	
Landing page <i>(same as clickthrough URL)</i>	
Target audience <i>(eg. age, gender, income, location, interests, etc)</i>	
Message <i>(the message you want to convey in the Brand story)</i>	
Call-to-Action <i>(eg. 'Learn More' for brand awareness, 'Shop Now' for conversions)</i>	
Specific art direction <i>(eg. clean, minimalist design; bold, colourful design; etc)</i>	
Specific number of scenes <i>(if any)</i>	
Default fonts <i>(please attach downloadable file(s) in .woff or .woff2 if any)</i>	
Images/videos <i>(please attach downloadable hi-res file(s) in .psd, .tiff, .jpg, .png, .gif, .mp4)</i>	
Content language <i>(please provide translations for specific copies if in language other than English)</i>	
Selected products for shoppable scenes if any <i>(please list product names, prices and page urls of no more than 6 to include)</i>	