INSTAGRAM ADS: FROM REFERENCE TO CREATIVE BRIEF — WORKSHEET

Source page: https://feedbarry.com/creative-research/instagram-ads
What to take from the reference:
Intended Instagram placement:
Opening action and when the product appears:
Full product view and closer details:
Matching caption and landing page:
Version, owner and review status:
Original production decision:
Review owner/version:
Evidence limits to preserve: