Creative Brief

Project Name: Turbotic Product Explainer Video

Expected Length: 60 seconds

Website or any other URL: turbotic.com

1 **What is the goal and context of this video?**
Keep the goal short and clear (one sentence)

   - To drive interest and engagement by simplifying our complex solution into relatable messaging
   that helps potential customers quickly understand how Turbotic AI enables smarter, faster work.

2 **What's the quick elevator pitch?**
Sum up the product/service in 1-2 sentences.

   - With Turbotic AI, you can upload any kind of operational data to streamline specific job roles
      — and create your own tailored assistant for sales, sourcing, business analysis, IT, and more.

3 **Who is the target audience for the video?**
Describe the persona(s) and demographics of your potential viewers.

   Decision-makers and end-users in mid-sized to enterprise companies across EMEA. This includes
   senior management (e.g., Heads of Transformation, CIOs, Procurement Leads) as well as
   operational roles like solution architects, consultants, and business analysts.

4 **What are their pain points, problems and challenges that your organization addresses?**
   - Time-consuming analysis, inconsistent documentation, human error, slow
      decision-making, lack of scalability, siloed knowledge, and the challenge of turning
      operational data into actionable outputs.

5 **What are the existing solutions, and what sets you apart from the competition?**
What makes you different? Why should people choose your product or service over anything else? You can
mention how you position your company in the market and your USPs

   While general-purpose tools like ChatGPT offer open-ended capabilities, Turbotic AI is
   purpose-built for business transformation. Our AI assistant is trained to support specific
   roles — like consultants, solution architects, and sourcing managers — by turning
   operational, unstructured data into structured, actionable outputs such as business
   cases, technical documentation, and vendor comparisons.

   We don't just generate text — we deliver ready-to-use formats, aligned with how real

teams work, in a secure and compliant environment (Microsoft Azure, ISO 27001, SOC 2). That's what sets us apart.

6 What are three (or fewer) key benefits you'd like to highlight?
While features are important, people buy benefits. You can include features in the list of benefits.

1. Build your own AI assistant — tailored to your role, your workflows, and your data.
Not a generic bot, but your own assistant that understands your context.

2. Analyze your own unique data — from meeting transcripts to HubSpot, Word, Excel, and more.
Turbotic AI integrates with your everyday tools and turns scattered information into structured insights.

3. Standardized, ready-to-use outputs — from memos to PowerPoint decks.
Deliverables are generated in the format you need, instantly and consistently.

7 What are some of the most common objections you hear?
When someone pushes back or decides not to buy, what reasons do they give?

"Can't we just use ChatGPT?"
Prospects often assume a general AI tool is enough, without realizing the value of tailored outputs, workflow integration, and business-specific use cases.

Security & data privacy concerns
Buyers are cautious about where and how data is processed. Turbotic AI is built on Microsoft Azure and fully compliant with ISO 27001 and SOC 2, ensuring enterprise-grade data protection.

"We're not ready for AI yet."
Some companies hesitate because they feel their processes or data aren't mature enough — that's exactly where Turbotic can help them get started with minimal setup.

8 What should be the call to action?
What do you want viewers to do after watching the video? Take Trial or Schedule a Demo or anything else?

"Start building your own AI assistant today — tailored to your role, your data, and your way of working."

9 What would be your preference for voiceover? Male or Female? Any specific accent? (Optional)
Male, American, middle-aged, enthusiastic – we want to radiate credibility

10 Share the reference videos & competitors' websites. (If any)
We don't have any direct competitors, hence we're adding some reference websites for videos we like: https://synoptix.ai/ , https://www.glean.com/

11 Share your Logo Source files, brand guideline, colors, fonts preference.
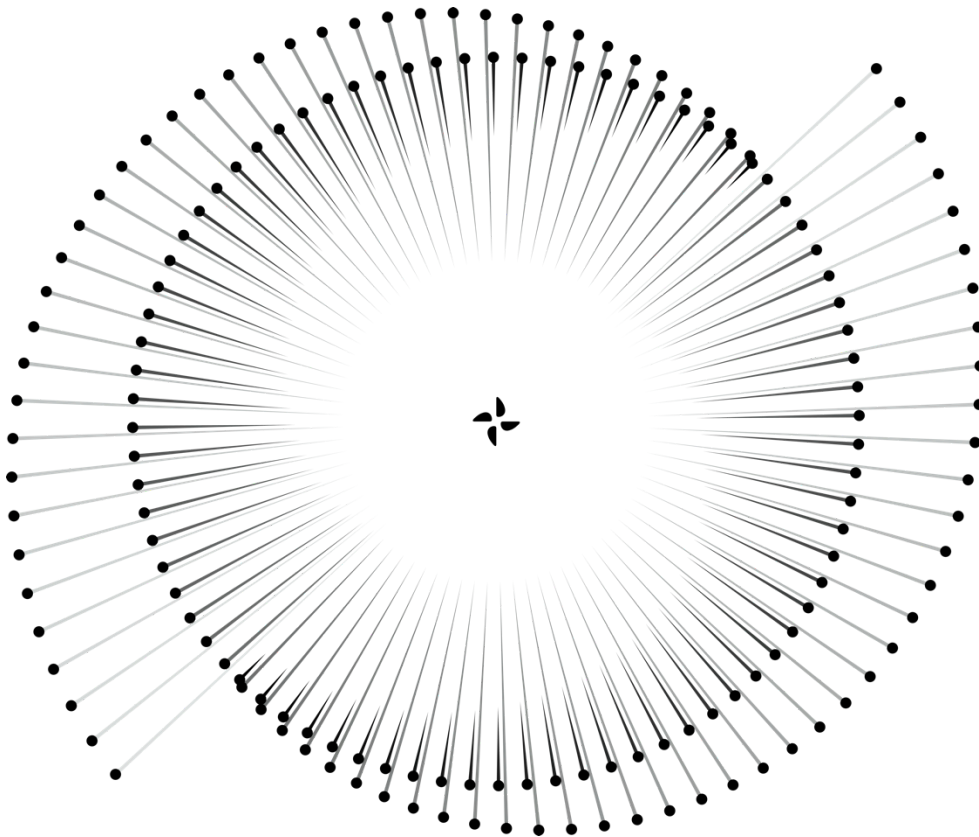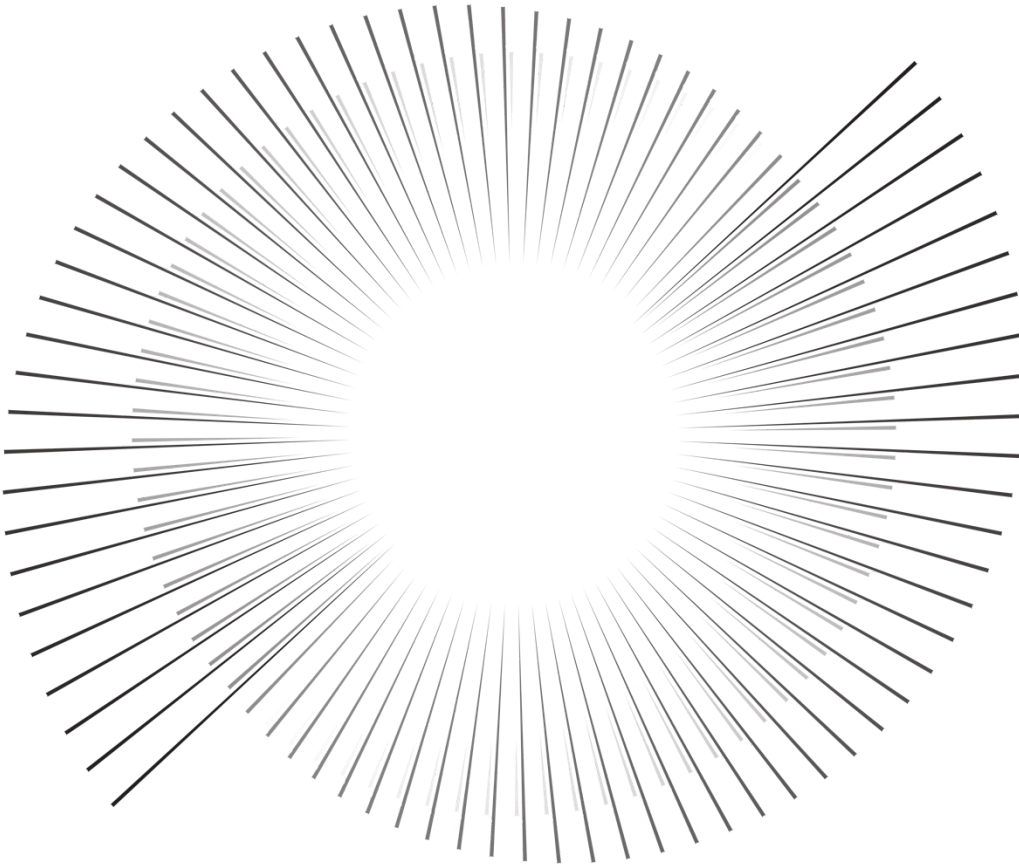
turbotic

The brand guidelines etc are in Figma

12 If you want to show any facts, images, customer's logo, send with this brief.

What customer logos do we want to add?
- Turbotic AI reduces workflow execution time by up to 80%.
- With Turbotic AI, you can identify automation opportunities, create business cases and data strategies – all within just minutes!

13 Attach Viewer Persona (if any)
    ICPS
    Automation leaders, Business Analysts, Business Consultants, Professionals within
    sourcing, Sales Reps, Developers & Scrum masters, Solutions architects

14 Any specific instructions you like or do not like. (If any)
    No istock images/videos, no clipart but we're not afraid of using colors! To be found in Figma