# Video Ad Brief Template

Everything you need to go from idea to ad.

💡**Note:** Make a copy of this template (File > Make a copy). Fill in the bits you need. Delete the bits you don't. Send it to your creative/production team. Watch the magic happen.

READY SET

sleepless

**Psst… need to break through plateaus and experience a new level of paid media performance?**

Or maybe you need a crew of performance ad designers to support your internal team?

**Check out Ready Set →**

You need Sleepless →

# Project Information

**Client name:** [Insert client name, delete if internal]
**Project title:** [Insert project/concept title]
**Date submitted:** [Insert date of brief delivery]
**Prepared by:** [Name of creative lead]
**Editor:** [Insert editor's name, adjust to include other key stakeholders]

# Project Overview

- **Concept description:** [Briefly describe the concept of the ad, including key messaging and overall creative direction]
- **Objectives:** [Define the primary goals of the ad, for example brand awareness, virality, product launch, direct response, etc.]

- **Target Audience:** [Specify the intended audience including demographics, psychographics, and behavioral traits]
- **Platform:** [Include the plaform/s where this ad will appear to ensure consistency with the content styles and norms of that platform]

# Script & Visual Direction

## Script Outline

- **Voiceover Copy:** [Insert script or key lines for the voiceover]
- **On-Screen Text:** [Any supers, subheads, or captions that need to appear on-screen]

## Sequence Breakdown

| SECTION | VISUALS | COPY/VOICEOVER | NOTES |
|---|---|---|---|
| **Opening** | [Describe the opening visuals: e.g., "Close-up of a smiling face against a bright background."] | [Insert opening VO or on-screen text: e.g., "Discover the joy…"] | [Any specific notes, e.g., "Use natural light, soft focus."] |
| **Body** | [Detail the main content visuals: e.g., "Product demo showing key features, with a hand interacting."] | [Insert main body VO or on-screen text: e.g., "Experience innovation."] | [Notes on transitions, e.g., "Use crossfade between scenes."] |
| **Close** | [Describe the closing sequence: e.g., "Zoom out to the product logo with a call-to-action button."] | [Insert closing VO or CTA: e.g., "Get yours today at [website]."] | [Any final notes, e.g., "End with upbeat music, logo fade-in."] |
| **Variations** | [Describe the variations being tested: e.g., "Version A: Product opener; Version B: Person opener."] | [Insert specific VO or on-screen text for each variation.] | [Explain the purpose of the test: e.g., "Testing product vs. person openers to determine which one has a higher thumbstop and if that relates to CTR."] |
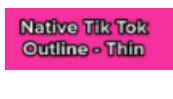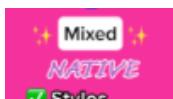
# Visual & Audio Specifications

**Aspect ratio:** [List all required ratios, e.g. 16:9, 9:16, 1:1, 4:5, etc.)

**Footage:**
- **Link to footage:** [Provide links to any existing footage that will be used]
- **Additional footage requirements:** [Describe any new footage that needs to be shot, including specific locations, actions, and props]

**Super Style:**

| TIKTOK BUBBLED | TIKTOK OUTLINE | TIKTOK NO OUTLINE | TIKTOK MIXED | INSTAGRAM CAPTION | BRANDED | OTHER |
|---|---|---|---|---|---|---|
| Native TikTok bubbled | Native Tik Tok Outline - Thin | Native Tik Tok non-outlined | ✨ Mixed ✨ NATIVE ✅ Styles ✅ Just ✅ Go ✅ For it | THIS INSTAGRAM FADE UP WORDS CAPTION | *Add reference materials or link to past successful ads* | *Add to reference materials or link to past successful ads* |

**Music & VO:**
- **Music Direction:** [Provide details about style, tone of the music and links to tracks]
- **Voiceover Instructions:** [Include notes on the tone, pace, and style of the voiceover]

**Additional Notes:**
- **Do's & Don'ts:** [List any specific guidelines that must be adhered to, such as brand colors, fonts, or imagery to avoid].
- **Previous Ad References:** [Link to previous successful ads to guide the production team].

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# Technical Requirements

**Camera Settings:**
- **Resolution:** [Specify required resolution, e.g., 1080p, 4K, etc.]
- **Framing:** [Include guidelines on framing, e.g., close-ups, wide shots, etc.]

**Sound:**
- **Audio Quality:** [Specify the required audio quality and any necessary adjustments, such as reducing background noise]

**Lighting:**
- **Lighting Conditions:** [Provide guidelines on the lighting setup, e.g., natural light, studio lighting, etc.]

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# Deliverables

**Final Deliverables:**
- **Number of Variations:** [Specify how many ad versions are needed]
- **Ad Lengths:** [Specify the duration(s) of the ad(s), e.g., 15s, 30s, etc.]
- **Formats:** [List the required formats, e.g., .mp4, .mov, etc.]

**Channels & Platforms:**
- **Distribution Channels:** [Specify the platforms where the ad will be published, e.g., Facebook, Instagram, YouTube, etc.]
- **Media Plan & Placements:** [Include details if available]

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# Approval Process & Review Stages

**First Draft Due:** [Insert due date].
**Revisions**: [Outline the number of revision rounds allowed]
**Final Approval:** [Specify who needs to approve the final version]

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# Stakeholder Contact

**Creative lead:** [Name and contact information]
**Production manager:** [Name and contact information]
**Client contact:** [Name and contact information]