



Iteration Brief Template



This is an iteration brief template to share with your creative team or external creators.

How to use this brief:

1. Select *file* in the top left > *make a copy*
2. Replace the *placeholder text* with your iteration details.
3. Remove this intro + share with your team!



Reference ad

→ Paste the ad link or embed the image / video here



Why

Refreshing top ad with a new hook - should feel playful and drive quicker clicks.



Audience

Prospecting moms who want a mess-free snack. Truth: parents will always pay for peace of mind.



Creative ask

Create 3 new variants of our top-performing ad by swapping out the hook. Keep the copy and structure the same — just test new opening visuals. Reference ad is linked above.



Test Plan

- **Hypothesis:** *If we experiment with [X], then we should see [Y metric] improve because [reason].*
- **Variants**
 - **Control:** [Baseline ad/link]
 - **Variant 1:** [short label/description]
 - **Variant 2:** [short label/description]
 - **Add more if needed**



Messaging

- **Copy to use:**
 - Paste the copy block here (headline, callouts, CTA)
- **Script* (if video):**
 - Paste script here



Deliverables

- **Format & specs:**
 - 3x static images (1:1)
 - 2x vertical videos (15s, 9:16)
 - 1x Story sequence (3 frames, 9:16)

Notes: Export as .mp4 and .jpg
- **Due date:** September 30, 2025
- **Assets:**
 - Brand Assets Folder (link)
 - Product Photography (link)