

Brief 2.0

Use this Brief Template to generate content using Cohley's new brief template for Influencer Partnerships

Cohley Brief Type

Influencer Partnerships

Products for Brief	
Brief Name	Name your brief something that will entice creators. <i>Example: Calling all moms!</i>
How will the Creator receive the product(s)?	Choose how the Creators will get the product, will you be shipping them or having the Creators purchase in store/online?
Explain how the products work	Provide key details such as usage instructions, unique features, and correct pronunciation. Include any important information they should know when creating content about the product. Video links work here!

Deliverables	
Select where the Creator will post	Must choose either Instagram, Facebook, TikTok, Amazon, Youtube, or "Other" If you choose Instagram, you'll have access to Creator's IG analytics while vetting. If you choose TikTok, you'll have access to a Creator's TikTok analytics. If you're interested in boosting the Creators content as an ad, make sure to toggle on "yes" under the platform.
Placement	Duration: how long do we want the video? Style: Action or testimonial video?

	<p>Content Components: Voice over, Text Overlay, Closed Caption</p> <p>Do you want the Creator to add music?: No music, Music required, Music optional</p> <p>Tone of the video: i.e. high energy, talking to a friend</p> <p>Video Concept: i.e. choose from the below concepts:</p> <p>-show us how you create a range of drinks depending on your mood or the time of day</p> <p>-show us how you bring the drink on your daily activities</p> <p>Shot List: i.e. a clip of you enjoying the drink, a clip of you unboxing</p> <p>Messaging Points: i.e. Mention that the machine can fit in small spaces</p>
Hashtags	What hashtags would you like the creator to include in their social post?
@Mentions	What hashtags would you like the creator to include in their social post?
Caption	Have direction for the creators to include in their caption? You can request to see it before they post, but give guidance here!
<i>What is added in the fields below will be for ALL content in the brief, not the individual assets.</i>	
Style Guide	<p>Creators are visual people, so ensuring that we have strong content examples is essential to your brief's success.</p> <p>Please have 3-5 content examples ready, along with a written blurb about what you like or don't like about the content.</p> <p>Content examples can be links from:</p> <ul style="list-style-type: none"> • TikTok • Instagram • YouTube • Amazon • Facebook <p>You can also upload files directly from your device.</p>
Content non-negotiables	<p>Think of these as the items that all your content MUST have.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Please use bright lighting • Mention brand name within first 5 seconds of video • Don't use other brand logos or names

	<p><i>Note: Our AI content scanning will check each submitted asset for compliance on these items when the Creator submits content to cut down on the need for reshoots, so think about these items carefully to save you time!</i></p>
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Payments and Deadlines	
Deadlines These are our recommended dates, but can change based on your needs	Must Apply By: 1 week after launch date Product Sent By: 1 week after the "Must Apply By" date Content Submitted By: 2 weeks after the creator receives the product Post live by: Specific date or Across a date range
Compensation	Flat Rate or Tiered by followers
Terms & Conditions Our standard Terms & Conditions are automatically brought into the brief as written to the right, but you can update these as needed.	All content must be uploaded in Cohley and posted by outlined brief deadlines in order to be considered for compensation and future collaborations. Failure to meet all brief requirements and deadline will lead to voided payment and removal from Cohley.

Creator Targeting	
Public: Brief will be visible by Cohley's entire Creator network Private Brief: The Brief will only be visible to the Creators that you select via the Creator Hub Creator Criteria: You can limit what Creators see the Brief based on the demographic criteria you select	
Add Brief Screening	Add a yes or no question that a Creator needs to answer before they apply to the Brief. You can disqualify Creators based on their answers.
Add custom Creator insights	Survey questions can be added to the brief application..add questions that will help you cast the best Creators. Question types include short answer, multiple choice, or opinion scale.
Request a visual sample from the Creator	Select the sample type you'd like to request from the Creator that represents the looks and style of the brief and the brand. The Creator will submit the sample content at the time of application.