

Sample Brief: Whitelisted Ads for Conversions

***Make a copy of this GoogleDoc and fill out your brief.

Objectives for the content + deliverables

Objectives: This content is going to be whitelisted from your account after you have posted it. The whitelisted version will be edited by our team.

Deliverables: 1 Testimonial video, ~ 4 specified shots. Fully edited video 60 sec and the raw footage.

Deadline: 5 days after receiving the product.

Campaign goal: Conversions (Mid and bottom of the funnel)

Brand Overview

Website:

Social:

Brand: [Your brand here]

Product: [Your product here]

Value props:

- This super serum is made from all-natural ingredients, selected to penetrate the scalp, grow back your edges, fill in your bald spots, and grow your hair FAST!
- People who have tried [Your product here] see increased hair growth in just 7-14 days of use. Tell us, do you agree with the 20k reviews out there championing these products?

Collaboration requirements

Create this video in 2 versions:

👉 Raw footage according to our shot list - no music, no text/effects

👉 Final edited version by you, where you can use your creativity and edit with music, text



overlays, and effects. For the final version, we hope to have a TikTok-style type of edit (TikTok fonts, fast-paced videos, transitions, and a great hook at the start).

👉 Here is the shot list for the raw unedited video:

Shot	Visual	Note
About me		Tell us about your relationship with your hair. What challenges have you experienced? What are your hair goals?
Product demo		Show us how you apply the products. Please include a full shot of your face. Make sure product labels are visible.
Testimonial		When do you most often use the products (i.e., as styling gel, when braiding hair, to aid hair regrowth, etc.)? How have these products impacted your relationship to your hair?
Product Review		After 7+ days of use, do you see hair growth?

Call to Action:

- Compare the product with competitor products and guide the audience to the website
- Compare the price of this product with other products you used before and guide the audience to the website
- Create urgency in the audience and mention that there is a limited offer

👉 Required Actions:

- Feature our regrowth serum & edge control - show us how you apply the products.
- Please include a full shot of your face. Make sure product labels are visible.
- Start Video with a Hook, here are some you can use:
 - "Hair Hacks, Never seen so much hair"
 - "My hair grew in 14 days"
 - "My Hair Routine"
- Shoot the video from different angles: include ones of you and the product and the product alone
- Demonstrate the ease of using a product
- Show Genuine feelings about testing a product
- Be expressive



Additionally, we expect you as a creator to follow these instructions while shooting:

- **Personal stories:** Share personal stories or experiences related to the product or service. Sharing personal narratives deepens audience engagement, making content more relatable and compelling.
 - **Real Environments:** Choose settings that mirror daily life. Whether it's a parent filming amidst school runs or a teacher in their classroom, authenticity shines through real-life scenarios.
 - **Organic Expression:** Embrace natural speech patterns, adding filler words or adjusting lines to make it sound more organic to their speaking style
 - **Spontaneity:** Capture moments as if they're unfolding naturally, like answering a sudden call or transitioning between tasks.
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