

## CREATIVE BRIEF

# Spring 2026 Demo Push — Hero Banner Set

A filled-in example brief for a B2B SaaS spring campaign

Owner	Maya Chen, VP Marketing
Approver (all rounds)	Maya Chen
Brief sent	2026-04-29
Brief size	Full

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## BACKGROUND

Q1 demo signups missed plan by 18%. Spring push targets pipeline lift via paid social plus the homepage hero. The campaign runs eight weeks. This brief covers the visual asset set; copy is briefed separately by the content team (Lila Park).

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## OBJECTIVE

+200 demo signups attributable to the spring campaign by 2026-06-30.

Secondary: lift homepage demo CTR from 1.4% to 2.0%.

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## AUDIENCE

**Primary** — marketing ops managers at companies with 50–500 employees, currently using a competitor stack.

**Secondary** — their VP, who will be cc'd on the demo invite.

**What they already know** — that we exist; that we're cheaper.

**What they should feel** — “this looks like a tool I'd be embarrassed not to evaluate.”

**Action** — book a demo from the homepage or the LinkedIn ad.

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## SINGLE MESSAGE

“The migration takes a week, not a quarter.”

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## TO NE

Confident, technical, dry.

Not playful, not aspirational, not stock-photo cheerful.

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## MANDATORY COPY

- Book a demo — call to action, verbatim.
- © 2026 YetOnePro — legal, footer of any out-of-home variant.

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## MANDATORY NOT

- Do not name competitors.
- Do not use stock photography of people in headsets.
- Do not show our product UI without the caption disclaimer.

## DELIVERABLES

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- 1 × homepage hero, 1920 × 800, AVIF + WebP + JPG
- 3 × LinkedIn single-image, 1200 × 627, JPG
- 3 × LinkedIn carousel covers, 1080 × 1080, JPG
- 2 × IG feed, 1080 × 1350, JPG
- 1 × email header, 600 × 200, JPG

File naming: `spring26-{surface}-{variant}.{ext}`

Upload to: `/spring-2026/creative/v-final/`

## CHANNELS

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Homepage hero, LinkedIn paid (single + carousel), Instagram organic, spring-26 nurture email.

No display, no out-of-home this round.

## REFERENCES

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- **Brand kit** — `yetone.pro/brand/v3`
- **Mood board** — `figma.com/file/abc/spring-26-moodboard` (12 images, each captioned with why it is there)
- **Don't gallery** — `figma.com/file/abc/spring-26-rejected` (3 past treatments, with reason)

## OUT OF SCOPE

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- Email body design (briefed separately).
- Display / banner ads (not in this round).
- Microsite refresh (separate Full brief, not yet written).

## TIMELINE

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- **Two concept directions due** — 2026-05-06
- **Round 1 review** (approver: Maya Chen) — 2026-05-08
- **Revisions due** — 2026-05-13
- **Round 2 review** (approver: Maya Chen) — 2026-05-15
- **Final files due** — 2026-05-20

**Reviewers** (input → Maya before each meeting): Lila Park (content), Sam Ortiz (legal), Jay Wu (web).

## BUDGET & SCOPE LINE

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**\$8,400 total.** Covers concept, two directions, two rounds of revision, all deliverables listed above.

Round 3+ = change order, \$1,200 per round, signed off by Maya.

## SUCCESS METRICS

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- +200 demo signups by 2026-06-30.
- Homepage demo CTR ≥ 2.0% during the campaign window.

## DEFINITION OF DONE

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All files uploaded to `/spring-2026/creative/v-final/` in the listed formats, named per convention, approved in writing by Maya Chen, master files (PSD / Figma) in `/spring-2026/source/` .

Post-mortem doc opened with three lines on what to add to the next brief.

## OPEN QUESTIONS (as of 2026-04-29)

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**Q1.** Does the IG carousel cover need to match the LinkedIn carousel or stand alone?

Owner: social team. Default: stand alone.

**Q2.** Email header — reuse the homepage hero crop or get its own art direction?

Owner: content team. Default: reuse.