

CREATIVE BRIEF — VIDEO PRODUCTION

Spring 2026 Demo Push — Hero Film & Cutdowns

A filled-in example brief for a B2B SaaS launch film with multi-platform cutdowns

Owner	Maya Chen, VP Marketing
Approver (all rounds)	Maya Chen
Brief sent	2026-04-29
Brief size	Full (Video)
Sister brief	Spring 2026 Demo Push — Hero Banner Set (separate document)

BACKGROUND

Q1 demo signups missed plan by 18%. The spring campaign ships static visual assets (separate brief, hero banner set) plus a hero film. The film runs as YouTube pre-roll, on the homepage, and as cutdowns across LinkedIn, Instagram Reels, and TikTok. Eight-week campaign window.

OBJECTIVE

+200 demo signups attributable to the spring campaign by 2026-06-30 (shared with the banner brief).
Secondary: lift the YouTube film completion rate from a baseline 22% to 35%.

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 YouTube end-card, the homepage, or the LinkedIn ad.

SINGLE MESSAGE

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

TO NE

Confident, technical, dry. Shows the product, not the lifestyle.

Not playful, not aspirational, not stock-cinematic.

MANDATORY COPY

- Book a demo — lower-third in the final 5 seconds of every cut.
- © 2026 YetOnePro — end card on every cut.

MANDATORY NOT

- No actor headshots — on-camera principals are real customers (with releases) or none.
- No competitor logos, even glimpsed in browser shots.
- No music with explicit lyrics; instrumental or licensed-clean only.

DELIVERABLE MATRIX

Platform	Aspect	Duration	Captions	Audio
YouTube hero	16:9	60s	Closed CC + SDH	Full audio mix
YouTube pre-roll	16:9	30s skip	Closed CC	Full audio mix
Homepage embed	16:9	60s	Burned-in (autoplay muted)	Muted by default
LinkedIn paid	1:1	60s	Burned-in	Sound-off optimised
Instagram Reel	9:16	30s	Burned-in	Sound-off optimised
TikTok	9:16	15s	Burned-in	Sound-off optimised

File naming: `spring26-film-{platform}-{duration}.mp4`

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

CHANNELS

YouTube paid (pre-roll) + organic, LinkedIn paid, Instagram Reels, TikTok, homepage embed, spring-26 nurture email (embedded link to YouTube hero).

REFERENCES

- **Brand kit** — yetone.pro/brand/v3
- **Mood board** — figma.com/file/abc/spring-26-moodboard
- **Storyboard** — figma.com/file/abc/spring-26-film-storyboard
- **Reference cuts** — vimeo.com/abc/spring-26-refs (3 reference films, each captioned with what to lift)
- **Don't gallery** — vimeo.com/abc/spring-26-rejected (2 past films + reason for rejection)

OUT OF SCOPE

- Long-form documentary customer interviews (separate Full brief, not yet written).
- 90-second director's cut for awards entry (deferred).
- Spanish-language original shoot — only dubbed delivery is in scope.

PRE-PRODUCTION

- **Script lock** — 2026-05-04
- **Storyboard approved** (approver: Maya Chen) — 2026-05-06
- **Casting confirmed** — 2026-05-07
- **Location scouted, releases signed, permits cleared** — 2026-05-08
- **Crew booked, talent contracts signed** — 2026-05-09

PRODUCTION

- **Shoot Day 1** — 2026-05-12 (interior, principal product shots)
- **Shoot Day 2** — 2026-05-13 (exterior, B-roll)

Crew: DP, gaffer, sound recordist, AC, 2 × PA. Weather contingency Day 3 (2026-05-14) if rain.

POST-PRODUCTION

- **Rough cut** (16:9, 60s) — 2026-05-16
- **Round 1 review** (approver: Maya Chen) — 2026-05-18
- **Picture lock** — 2026-05-21
- **Color grade** — 2026-05-22
- **Sound mix + music final** — 2026-05-23
- **All cutdowns + captions delivered** — 2026-05-26

Reviewers (input → Maya before each meeting): Lila Park (content), Sam Ortiz (legal — talent releases + music license), Jay Wu (web — embed specs), David Lin (CFO — budget signoff).

TALENT & CASTING

- **On-camera principal** — one real customer, release signed in pre-production. Backup contact identified in case of cancellation.
- **Voice-over** — Lila Park (in-house), recorded in the same week as the shoot.
- **Extras** — none.

LOCATION

- **Day 1** — client's HQ, conference room + open-plan area. Signed location release on file.
- **Day 2** — city park, no permit required (under one-hour window, no closures), property owner notified.
- **Contingency** — Day 3 (2026-05-14) reserved if weather forces a re-shoot of exteriors.

MUSIC & LICENSING

- **Track** — library track from Musicbed, license tier *Pro / Web + Social*, 12-month term, all platforms in the deliverable matrix covered.
- **No sync-licensed commercial tracks**. Editorial-only rights are not enough for paid social.
- **Fallback** — in-house composer (one-week turnaround) if the library track is rejected at picture lock.

POST SPECS

- **Color grade** — ARRI LogC neutral source; final grade slight teal-and-orange lift, no heavy stylisation.
- **Captions** — English CC for YouTube, burned-in for vertical social cuts. Spanish dub (LATAM YouTube only).
- **Master** — ProRes 4444, 4K, 23.976 fps.
- **Delivery** — H.264 MP4. 4K for YouTube hero, 1080p for everything else.

BUDGET — SCRIPT BREAKDOWN

- Crew + talent (2 days) — \$7,200
- Equipment + camera package — \$3,400
- Location + permits — \$400
- Music license (Musicbed Pro) — \$700
- Post (edit, color, sound) — \$5,800
- Contingency (10%) — \$1,750

Total: \$19,250.

Round 3+ on any deliverable = change order, \$2,500 per round, signed off by Maya.

SUCCESS METRICS

- +200 demo signups by 2026-06-30 (campaign-shared with the banner brief).
- YouTube hero film completion rate \geq 35% (baseline 22%).
- \geq 60% of TikTok views complete the 15s cut.

DEFINITION OF DONE

All cutdowns uploaded to `/spring-2026/film/v-final/` in the formats listed in the deliverable matrix, named per convention, captions QA'd against the source script, talent releases and music license filed in `/spring-2026/film/legal/`, master + project files in `/spring-2026/film/source/`, approved in writing by Maya Chen.

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

OPEN QUESTIONS (as of 2026-04-29)

Q1. Is the principal customer still able to film on 2026-05-12, or do we move to the backup customer?

Owner: customer success. Default: backup customer if no confirmation by 2026-05-07.

Q2. Does the YouTube hero need a 90-second director's cut for the homepage autoplay block, or does the 60s cut serve both?

Owner: Jay Wu (web). Default: 60s for both.

Q3. Spanish dub — single neutral LATAM voice, or one each for MX and AR?

Owner: content team. Default: single neutral LATAM.