JFROST Briefing Checklist

Fill this in before any ad project. Any questions, just reach out.

Deadline	When the work needs to be delivered
Client	The brand we are working on
Objective	e.g. Generate leads for a new product launch
Client level	Low, medium or high: how important the client is to your business
Target audience	e.g. Age, location, interests, and their reason to buy
Type	Video and/or static
Sizes required	e.g. 1080x1920 (9:16), 1080x1350 (4:5), 1080x1080, 1920x1080
Context	e.g. Meta ad, organic post, explainer video
Assets	Client assets and branding, imagery to be used
Copy	The final version of the copy to be used in the artwork
CTA	e.g. Claim your 20% off
Overview	e.g. Create a brand-led video ad for the spring sale, built for maximum conversions
Duration	e.g. 8s
Reference	Any visual style or reference you want to give for the direction of the artwork