

Marketing & Advertising / Facebook Ads

Produce a complete creative brief for designers and copywriters — including core message, hook concepts, visual direction, body copy angle, CTA, and forbidden territory.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Ad Production, Creative Team Briefing, Campaign Planning

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Why This Prompt Exists

Most creative briefs fail because they're either too vague or too long.

You get:

- “Make it pop” (useless direction)
- 10 pages no one reads
- no clear hierarchy of what matters
- no “forbidden territory” (so you get work you can't use)
- briefs that create more questions than answers

But a creative brief is not a wish list.

It is a constraint system that enables good work.

- One core message forces clarity
- Visual direction prevents wasted design hours
- Forbidden territory saves you from unusable concepts
- A clean brief respects everyone's time

Without a good brief, you get random work and blame the creative team.

This framework forces AI to think like a creative producer who writes briefs that work.

The Prompt

Assume the role of a Facebook Ads creative producer who writes briefs that save designers and copywriters from confusion.

Your task is to generate a one-page creative brief.

Generate:

1. CORE MESSAGE (one sentence)

What you want the viewer to remember after seeing the ad

2. THREE PRIMARY HOOK CONCEPTS (one sentence each)

Different angles to stop the scroll

3. VISUAL DIRECTION

- Image or video?
- What the viewer should see in the first frame
- Mood or tone (e.g., cinematic, user-generated, professional)

4. BODY COPY ANGLE

Problem → Solution → Proof → Action

5. CALL TO ACTION (specific)

Not "Learn More" – use "Tap to see pricing" / "Comment [WORD]" / "Get the guide"

6. FORBIDDEN TERRITORY

What not to say or show (e.g., "No stock photos of people shaking

hands")

INPUTS:

Campaign Goal:

[AWARENESS / CONSIDERATION / CONVERSION]

Offer Details:

[WHAT ARE YOU PROMOTING?]

Target Audience Demographics:

[AGE / GENDER / LOCATION / INTERESTS]

Brand Voice:

[PROFESSIONAL / FUNNY / EDGY / WARM / AUTHORITATIVE]

RULES:

- The core message must fit in a text overlay (under 8 words)
- Visual direction must be specific enough to brief a designer
- Forbidden territory must include at least 2 items
- The CTA must be actionable, not generic
- Keep the entire brief under 500 words

How To Use It

- Send the output directly to your creative team as a starting point.
- The forbidden territory section is the most time-saving part — include it.
- If the core message is vague, rewrite until it's specific.
- Test hook concepts by asking someone outside the project which one they'd click.
- Keep completed briefs in a library; reuse what worked.

Example Input

Campaign Goal: Conversion (purchase)

Offer Details: 20% off first purchase for new email subscribers. Product is ergonomic office chair.

Target Audience Demographics: 30-50, remote workers, income \$75k+, interest in back pain relief

Brand Voice: Professional + empathetic (back pain is real, but the solution is simple)

Why It Works

Most creative briefs fail because they're wish lists, not constraint systems.

This framework improves outcomes by forcing:

- a single, memorable core message
- specific visual direction (no "make it pop")
- forbidden territory to prevent unusable work
- a clear body copy structure
- an actionable CTA (not "Learn More")

Great creative briefs don't limit creativity — they focus it on what matters.

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