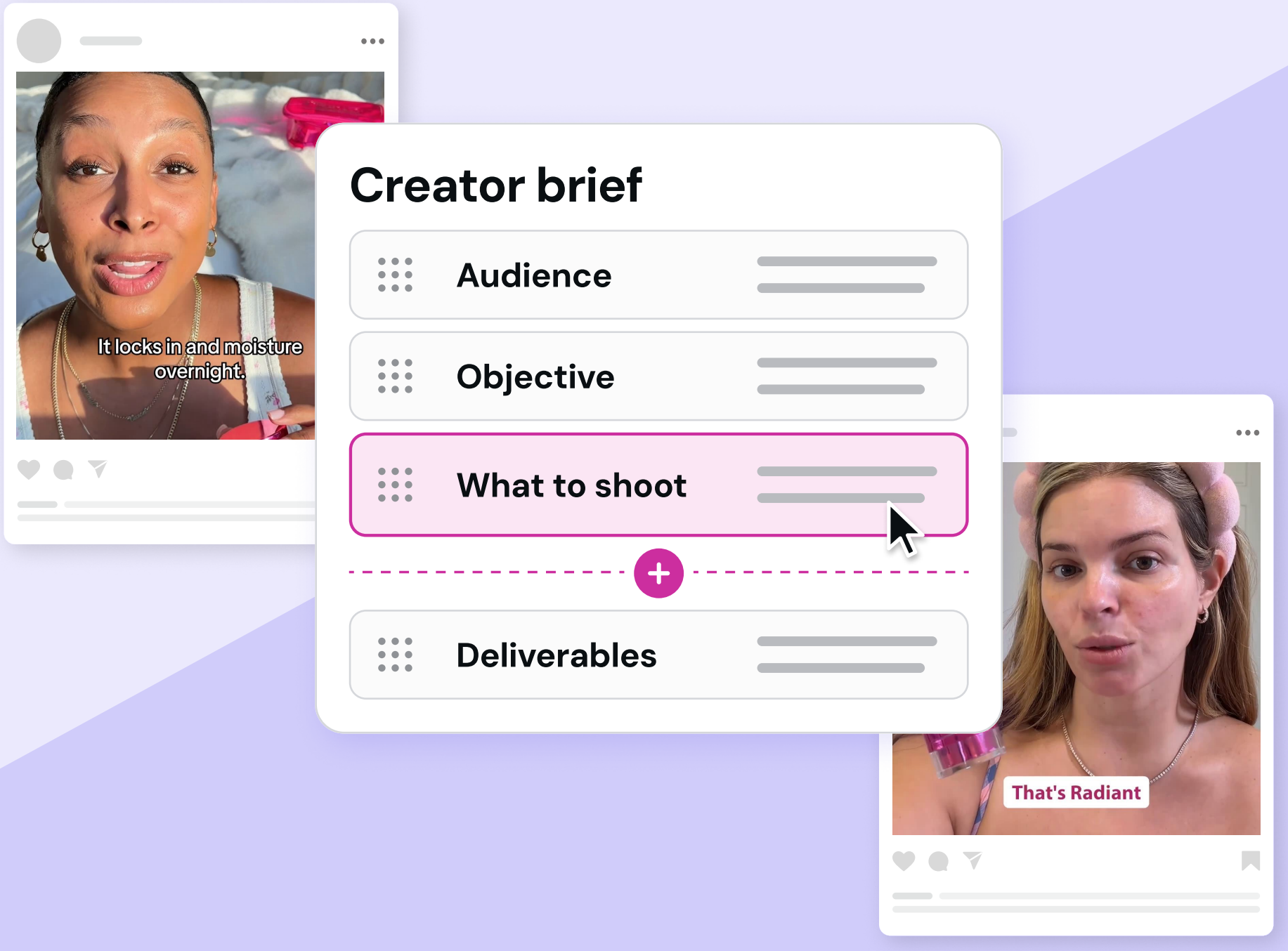
INSENSE

BFCM Creator Brief Kit

The building blocks you need to successfully brief for BFCM & Q5



- Six things that go in the first conversation with a creator
- An editable Google Docs brief template

The building-blocks brief: one shoot, 6 to 20 ads

Don't brief a finished video. Brief the parts and build the ads yourself. Built for TikTok ads that sell through TikTok Shop; the same brief works on Meta.

6 → 20+

3 hooks × 2 CTAs around one demo = 6 ads from one shoot. Add B-roll and raw files and you can build 20 or more. Four creators briefed this way cover TikTok's guidance of 50+ shoppable videos per Shop.

Get your editable Google Doc brief
Make a copy, fill in the details, and send it to your creator.

Open the brief template ↗

1 Who this video is for

Persona, in one line: who they are, what they are shopping for, and the one objection this video has to answer.

Example: "A mom buying a gift for her own mother. Objection: will she actually use it?"

2 What to shoot, as separate clips

Block	How many	What we need
Hooks	3 or more	Product in hand, problem said out loud, first 2 to 3 seconds. Each hook a different angle, not the same line re-read.
Demo	1	The product doing the thing: texture, before and after, the result on camera. 15 to 25 seconds.
B-roll	5 to 8 clips	Unboxing, hands, close-ups, the product in use. No talking.
Deal line	3 versions	The same offer said three ways: Black Friday, Cyber Monday, last chance. Show the value (bundle, kit, gift with purchase), not only the percentage.
CTAs	2	One pointing to the product card ("tap the cart"), one with the deadline said out loud.
Social proof	1	A review or comment read on camera, or shown on screen.
Raw files	All	Every clip, unedited, original resolution, vertical 9:16.

3 How we will use it

We cut hook × demo × CTA combinations and test them. When an ad tires in BFCM week we swap the hook first, then an element, then recut. A reshoot is the last resort. The deal line is its own block so the offer can change three times in November without a new shoot.

4 Dates

Product ships: _____

Raw files due: within 48 hours of the product arriving.

One Black Friday re-cut included if we need a new deal line.

The first-deal checklist:
lock these in before filming, not after

Six things that go in the first conversation with a creator. Points 2, 3 and 4 separate a video you can test from a video you can only admire.

- [ ] 1 **Persona and the one objection** the video has to answer (from page 1).
- [ ] 2 **Building blocks, not a finished video:** 3+ hooks, demo, B-roll, deal line three ways, 2 CTAs, raw files.
- [ ] 3 **Ad authorization:** a Spark Ads code or TikTok Shop authorization, agreed in the deal. GMV Max only runs a creator's video if the creator has authorized it, and stops running it when the collaboration ends.
- [ ] 4 **Usage window and a January license,** priced at signing. Renegotiated mid-season, rights cost more and take longer.
- [ ] 5 **Turnaround:** raw files within 48 hours of the product arriving, and one Black Friday re-cut included.
- [ ] 6 **Extension terms for a winning ad,** written down now: how much, for how long, how fast the creator confirms. The worst call in Black Friday week is chasing a creator who stopped answering while the ad is working.

≈30%
of base rate for ad rights at signing. Far more mid-season.

134%
higher completion rate for Spark Ads vs standard in-feed ads (TikTok test, 2022).

+20 to 40%
creator rates going into November. Book this week.

Before Nov 11, in order

1	Pull one table: every creator you paid this year, results by person.	BOTH TEAMS
2	Book November this week, with authorization and a January license in the deal.	CREATOR TEAM
3	Send this brief, as a copy of the Google Doc template.	CREATOR TEAM
4	Keep evergreen winners running, duplicated with an offer overlay. Don't pause and restart.	MEDIA BUYER
5	Hold 10 to 15% of budget for Q5 and brief January in December.	BOTH TEAMS

Book a free strategy call →