

# Creator Brief: The Routine Reset

A sample brief showing how a customer insight can shape the opening seconds, creator direction and test hypothesis. This is an illustrative example, not a client case study.

## The assignment

Make a short paid social video for a fictional lightweight daily moisturiser. The intended audience wants a simple routine and worries that richer creams will feel heavy.

## Customer insight

"I want my skin to feel comfortable, but I don't want another complicated step." This points to simplicity and feel as the creative tension.

## Angle

**A comfortable moisturiser can be the one easy step you actually look forward to.**

## Opening: first 3 seconds

Creator faces camera, holding the product: "If your moisturiser feels like one more thing to deal with, try this." Show a quick texture swipe and the product absorbing.

## Beat-by-beat direction

| TIME   | SHOT / ACTION                        | MESSAGE                                         |
|--------|--------------------------------------|-------------------------------------------------|
| 0–3s   | Direct-to-camera hook                | Call out the routine friction                   |
| 3–7s   | Show lightweight texture             | Make the sensory benefit visible                |
| 7–12s  | Apply, then continue morning routine | Show ease and context                           |
| 12–18s | Product + concise close              | State who it may suit; use only approved claims |

## Creator notes

Keep the delivery conversational and specific. Show the product early. Avoid medical or guaranteed-result claims. Capture one clean take of the hook and one alternate opening so the team can test the message.

## Test hypothesis

If routine simplicity is the key tension, a direct hook about "one less thing to deal with" may earn more qualified attention than a product-first introduction. Compare openings while keeping the rest of the edit consistent.