

# Playable ad brief

Fill in all nine sections before the kickoff call. If you can't answer section 01, stop there: placement decides the specs, budget and metrics for everything else.

BRAND / PRODUCT

BRIEF OWNER

DATE

## 01 Placement

Where will it run? List every network, or the landing page/microsite. App install or brand campaign?

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## 02 Objective & one action

We want [audience] to [one action] because [reason].

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## 03 Audience & context

Who sees it, on what device, sound on/off? Markets and languages needed.

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## 04 Core mechanic

Which product benefit should people feel? (Describe the truth, not the game.)

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## 05 Story arc

Hook in the first 3 seconds · tutorial prompt · win moment · end card with one CTA.

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## 06 Brand assets & guardrails

Files we will supply (logo, fonts, renders, claims, legal lines) and what is off-limits.

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## 07 Technical specs

Strictest file-size cap across the networks above · packaging (single HTML / ZIP) · tracking.

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## 08 Measurement

Baseline creative to beat · success metric · volume needed before we call a result.

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## 09 Timeline & budget

Live date · review rounds (we suggest 2) · approver name · budget range · variants · languages.

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