ECOMMERCE CREATIVE

A clearer brief starts here.

The product. The audience. The offer. The approved facts.

PRODUCT + AUDIENCE

FACTS + ASSETS

AGREED SCOPE

ECOMMERCE CREATIVE

Add the material we can use.

Product photos, demonstration clips, brand files and any usage permissions. Point out the useful moments in longer footage.

PRODUCT + AUDIENCE

FACTS + ASSETS

AGREED SCOPE

ECOMMERCE CREATIVE

Agree the production scope.

Concepts, formats, edits, review steps and handoff files. Start with the work your next test actually needs.

PRODUCT + AUDIENCE

FACTS + ASSETS

AGREED SCOPE