

# Creative Brief Document

## 25Q2 - CleverApp Highlight Video

<b>Driver</b>	Maggie
<b>Approver</b>	Ericka
<b>Campaign name</b>	CleverApp Highlight Video
<b>Campaign timeline</b>	10 Mar 2025 - 28 Mar 2025
<b>Status</b>	<b>APPROVED</b>

### Project overview

<b>Goal</b>	To create a captivating highlight video that showcases CleverApp's unique features and benefits, aiming to increase product awareness and drive sign-ups.
<b>Opportunities</b>	<ol style="list-style-type: none"><li>1. Highlight CleverApp's standout features using visually engaging storytelling.</li><li>2. Position CleverApp as the leader in productivity tools for teams.</li><li>3. Maximize audience reach through shareable video content across platforms.</li></ol>
<b>Challenges</b>	<ol style="list-style-type: none"><li>1. Communicating the app's multiple benefits in a concise format.</li><li>2. Standing out in a competitive market with similar tools.</li></ol>
<b>Competitive environment</b>	CleverApp competes with tools like Trello, Asana, and <a href="http://Monday.com">http://Monday.com</a> , which are well-established with strong marketing campaigns.
<b>Selling points</b>	<ol style="list-style-type: none"><li>1. Intuitive user interface designed for seamless collaboration.</li><li>2. Unique AI-powered task prioritization feature.</li><li>3. Customizable dashboards tailored to team needs.</li></ol>
<b>Value propositions</b>	CleverApp empowers teams to work smarter, not harder, by combining simplicity and advanced AI tools into one productivity platform.

## 🏆 Objectives

Objective	Priority
Create an engaging highlight video that demonstrates CleverApp's key features and value propositions, designed to attract new users and reinforce brand credibility. The video will serve as a versatile asset for digital campaigns, social media, and the company website.	HIGH
Enhance CleverApp's presence on social media platforms by creating shareable video content that increases engagement and broadens reach.	MEDIUM

## 🌟 Brand strategy

Our strategy is to position CleverApp as an innovative and user-friendly solution that simplifies daily workflows for individuals and teams. This highlight video will visually convey our app's unique features and benefits, capturing the attention of potential users while reinforcing trust among our existing audience. By focusing on engaging visuals, clear messaging, and a relatable tone, the video will support our broader marketing goals: driving awareness, fostering deeper brand connection, and ultimately increasing app adoption and customer retention.

## 🧠 Creative requirements

### Concept statement

Show the world how CleverApp can transform team productivity in just 60 seconds.

### Target audience

Target audience	Priority
Small-to-medium businesses and remote teams looking for efficient collaboration tools.	HIGH
Project managers, team leaders, and tech-savvy professionals.	HIGH

## Pre-creative & post-creative behavior

Pre-creative	Post-creative
<ul style="list-style-type: none"> <li>• Customers currently view CleverApp as a reliable and functional tool for managing tasks and workflows.</li> <li>• It's seen as somewhat utilitarian and less engaging compared to competitors with more dynamic branding.</li> </ul>	<ul style="list-style-type: none"> <li>• After watching the highlight video, customers should perceive CleverApp as an indispensable, cutting-edge solution that not only streamlines their workflows but also inspires confidence and excitement.</li> <li>• The video will position CleverApp as modern, approachable, and uniquely tailored to their productivity needs.</li> </ul>

## Key message

“CleverApp: Your team’s productivity, reimaged.”

## Reason to believe

Customers should trust the messages in the highlight video because they are grounded in CleverApp’s proven track record of delivering tangible results. With real user testimonials, compelling data points (e.g., time saved or productivity improved), and a clear demonstration of its features in action, the video will showcase CleverApp’s value in a way that is both credible and relatable. By visually highlighting how CleverApp simplifies complex tasks and integrates seamlessly into existing workflows, we reinforce the app’s reputation as a dependable and effective solution.

## Tone of voice & personality

Emotions	Personality
<ul style="list-style-type: none"> <li>• Excitement</li> <li>• Motivation</li> <li>• Trust</li> </ul>	<ul style="list-style-type: none"> <li>• Modern</li> <li>• Approachable</li> <li>• Professional</li> </ul>

## Deliverables

Deliverable	Channel	Specifications	Owner
60-second video	Website, Marketplace listing, YouTube, LinkedIn	4K resolution, MP4 format	Design agency
15-second teaser video	Instagram, LinkedIn, TikTok	Vertical format, MP4	Design agency

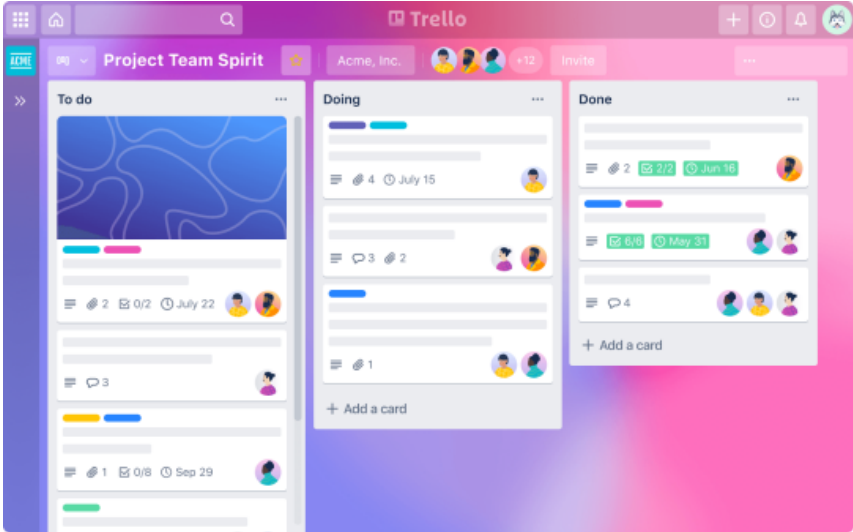
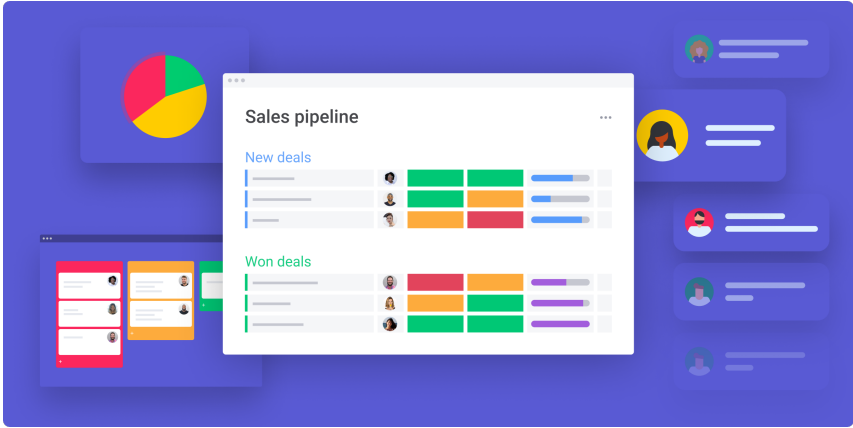
## Budget

Category	Description	Estimated Cost (USD)
Creative Development	Concept, visual design, copywriting	\$12,000
Video Production	60-sec + teaser video (editing, delivery)	\$10,000
Total Budget	-	\$22,000

## Timeline & review process

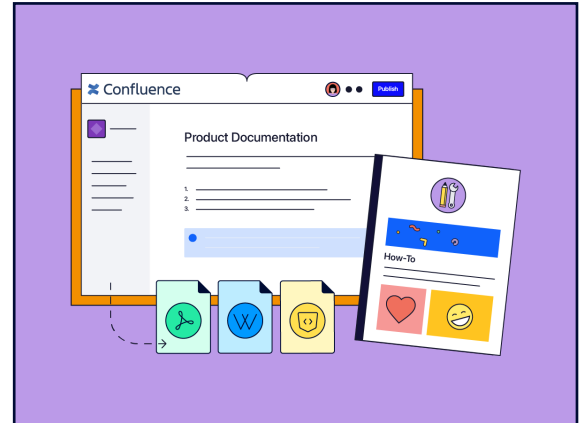
<b>Deliverables due date</b>	10 Feb 2025
<b>Approval process</b>	Initial drafts to be reviewed by Maggie and Ericka; final approval by Ericka. We'd like three rounds of reviews to be included, with one week for us to discuss internally in between each round.
<b>Creative reviewers</b>	Maggie, Ericka.

## 🧐 Competitive analysis

Competitor	Creative examples
Trello	<p><a href="#">Product showcase video with clean animations.</a></p> 
<p><a href="http://Monday.com">http://Monday.com</a></p>	<p><a href="#">Customer testimonial videos with dynamic visuals.</a></p> 

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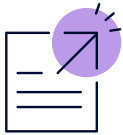
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