

CAMPAIGNS AND LOOKBOOKS — EXECUTIVE BRIEFING

Campaign Direction Briefing

SS28 campaign — direction, deliverables and rights, for approval before anything is booked

FOR
Brand & marketing

THE QUESTION IT SETTLES
The shoot is booked for one hero and the calendar wants forty assets.

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
CDB-28-007	July 2027	Creative — Brand	10	Illustrative sample

The read

One territory, forty-one assets, eighteen months of rights. Three decisions are needed today; everything downstream of them is scheduled and costed on the slides that follow.

3	41	11 wks	18 mo
Decisions asked for today	Assets across four channels	Approval to first live asset	Rights term as scoped

SO WHAT The schedule holds only if the territory is chosen today. Each week of approval delay moves first live asset one for one, and the buy window it feeds does not move with it.

1 The brief

Who

The returning customer, not the new one

The audience already knows the brand and has bought before. The campaign is not an introduction, which changes both the casting and the copy register.

What

The SS28 outerwear story

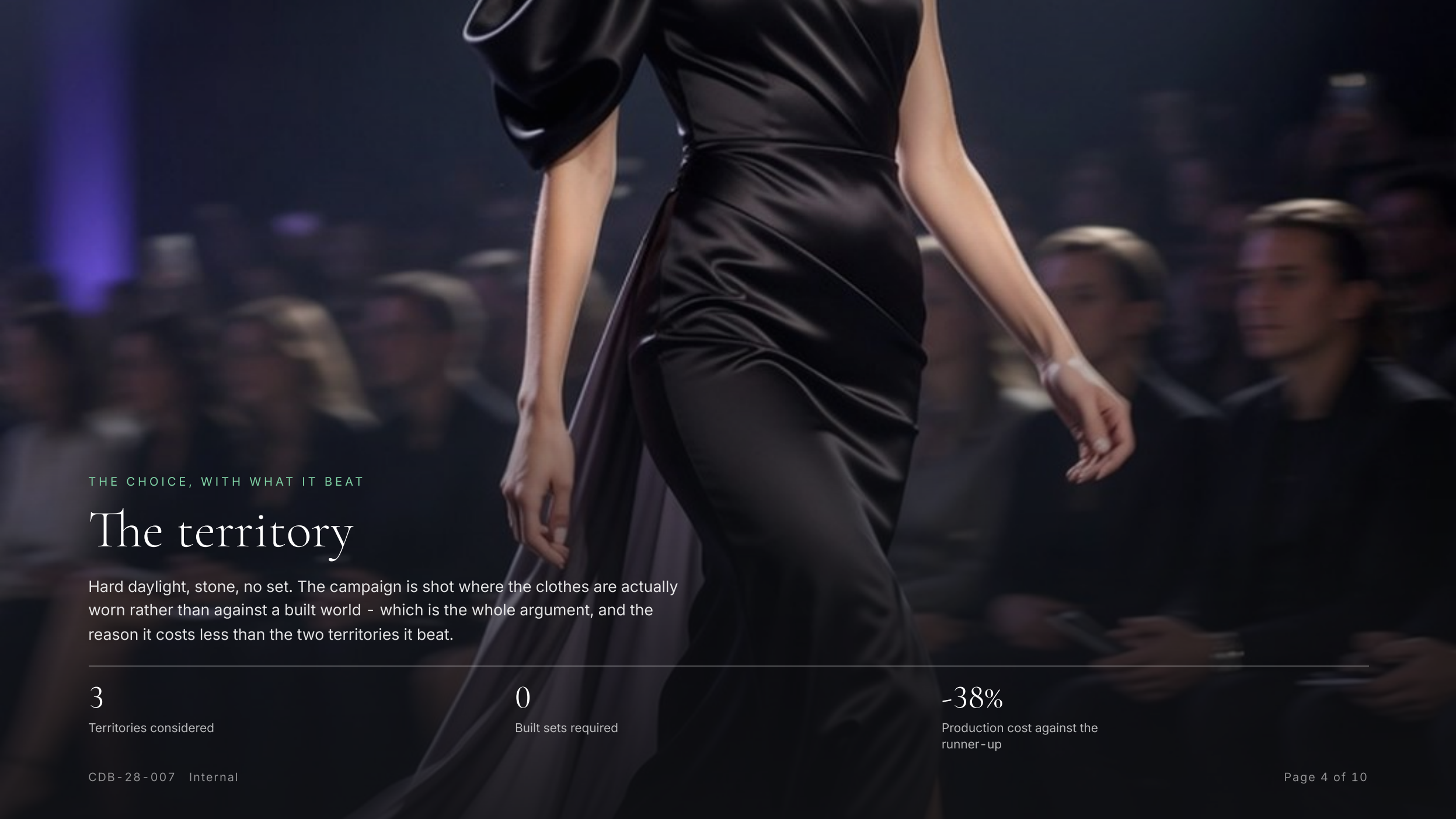
Eleven pieces, of which three carry the season. The campaign sells the three and the range sells the rest.

Why

One feeling, stated plainly

That the clothes are made to be worn hard and to look better for it. If an asset does not carry that, it is not in the campaign.

SO WHAT Naming the audience as returning rather than new is the decision that removes the most work later — it rules out the explanatory assets a launch campaign would need and that this one does not.



THE CHOICE, WITH WHAT IT BEAT

The territory

Hard daylight, stone, no set. The campaign is shot where the clothes are actually worn rather than against a built world - which is the whole argument, and the reason it costs less than the two territories it beat.

3

Territories considered

0

Built sets required

-38%

Production cost against the runner-up

3 Art direction



Light

Overcast, no fill, no reflector. The reference decides light only - not styling, not location.



Framing

Full figure with room around it. The garment is read at distance, not in detail.



Register

Unstyled and in motion. Casting reads as someone wearing the clothes, not presenting them.

Each reference is captioned with the one decision it carries. An uncaptioned reference grid is a mood board, and a mood board cannot be approved because nobody can say what they approved.

SO WHAT Three references, three decisions, nothing else inferred from them. This is what stops a photographer reading the styling out of a light reference and arriving with the wrong clothes.

4 The shot list

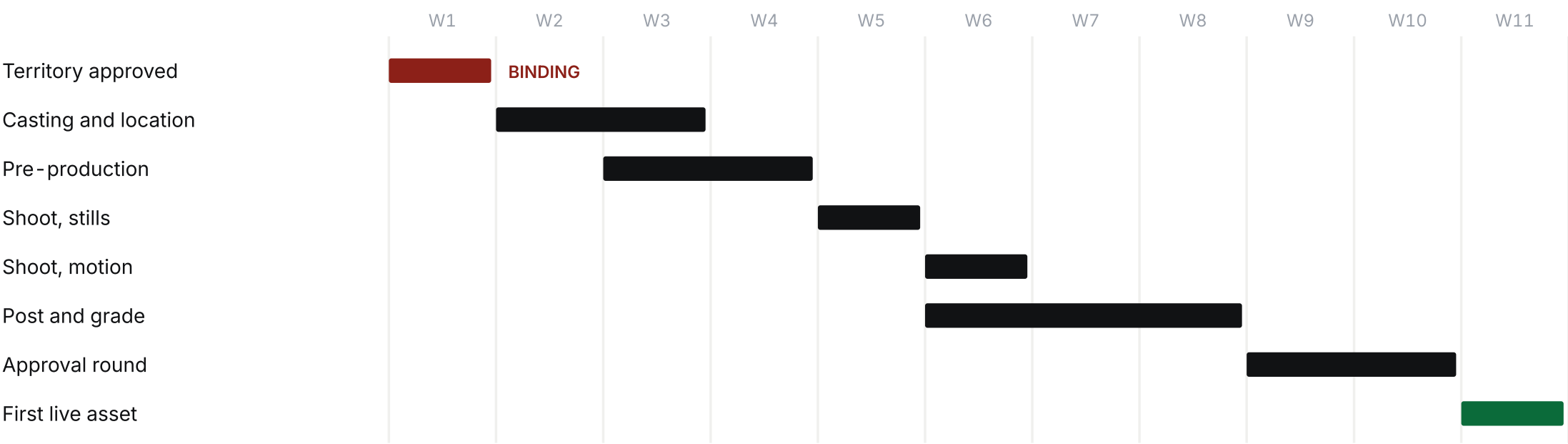
ASSETS BY CHANNEL

ASSET	RATIO	CHANNEL	QTY
Hero still	4:5	Paid social, site	8
Full-figure still	3:2	Site, wholesale	12
Detail still	1:1	Paid social, retail	9
Motion, short	9:16	Paid social	6
Motion, long	16:9	Site, retail screens	2
Flat-lay	1:1	Wholesale, marketplace	4
Total			41

SO WHAT Forty-one assets is one shoot day of stills and one of motion. The matrix is here so a producer can cost it without a second conversation, and so nobody discovers a missing ratio in post.

5 Schedule

APPROVAL TO FIRST LIVE ASSET

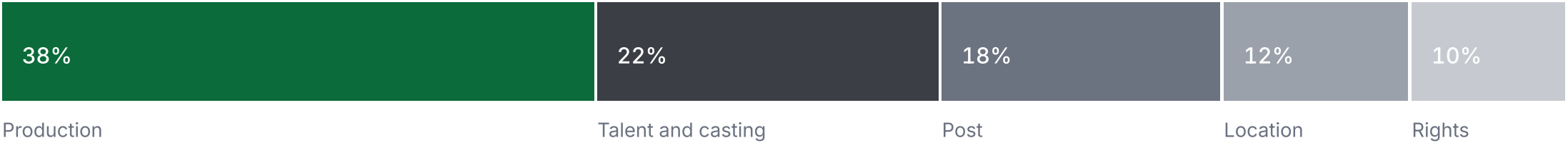


SO WHAT Every week of approval delay moves first live asset one for one. The schedule has no float before the shoot week, so the territory decision is the date.

6 Budget shape

BUDGET BY LINE

Share of total. Talent and rights are the swing items.



THE SWING ITEMS

LINE	SHARE	WHAT MOVES IT
Talent and casting	22%	Term and territory on the next slide
Rights	10%	Term, directly

Post

WHAT

Talent and rights together are a third of the budget and both move with the term on the next slide.

Shortening the term is the only lever that reduces cost without reducing assets.

18%

Motion count, not stills count.

7 Usage and rights

RIGHTS AS SCOPED

ELEMENT	TERRITORY	MEDIA	TERM	EXPIRES
Principal talent	Worldwide	All digital, retail	18 months	Jan 2029
Supporting talent	Worldwide	Digital only	12 months	Jul 2028
Photographer	Worldwide	All	Perpetual, non-exclusive	-
Location	n/a	All	Single use	-
Music, motion	Worldwide	Digital	24 months	Jul 2029

SO WHAT The principal talent term expires before the second-year retail cycle. Either extend now while it is cheap, or the assets come down mid-cycle and a reshoot lands in the middle of a season.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Approve the Weathered territory	Brand Director	16 Jul	The eleven - week schedule cannot start
Approve the 41 - asset matrix and its budget	Marketing Director	16 Jul	Production cannot be costed or booked
Extend principal talent to 24 months at contract	Producer	23 Jul	Assets expire mid retail cycle and a reshoot is needed
Confirm the motion crew against the shoot week	Producer	06 Aug	Motion moves to a second week and post slips

SOURCES AND BASIS

Asset counts and ratios — the channel specifications in use at the date of this deck.

Budget shares — the production company's estimate against this matrix.

Rights terms — as scoped with the agency; not yet contracted.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the **Campaign Direction Briefing** template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.