CORESIUM

Creator production and usage brief

Use one brief to request comparable quotes. Record content production, creator posting and brand usage as separate commitments.

Brand ____________________ Product ____________________ Owner __________

Decision	Specify	Agreement / notes
Audience and goal	Who the content is for and what it must explain	
Concepts and versions	Concepts, openings, finished edits and stills	
Required shots	Product views, demonstrations, on-camera work	
Product facts	Approved facts and support for scripted claims	
Production	Product delivery, location, travel and returns	
Exports	Formats, duration, captions, clean and raw files	
Creator posting	Channels, posts, dates, tags and availability	
Brand usage	Channels, territory, term, editing and renewal	
Platform access	Partner promotion permissions if required	
Disclosure	Advertising labels for the market and format	
Review and delivery	Approver, revisions, reshoots and deadlines	
Price	Production, editing, usage, distribution and extras	

Before filming

Confirm the commercial terms and named approver. Keep a record of usage dates. This sheet records a production brief; attach the agreed commercial terms separately.