THE ONE-PAGE PRODUCTION BRIEF

The One-Page Brief: *Fill This In* Before You Book a Shoot

The brief we ask for before a shoot day. Fill it in and you can price the job, get it approved, and hand it to any crew in the country.

PLATFORM SPECS CHECKED AT META, TIKTOK AND YOUTUBE ON 8 SEP 2026. RE-CHECK BEFORE DELIVERY — THEY CHANGE WITHOUT NOTICE.

Fill this in before you ask for a quote. A brief this short is not a small brief — it is a **decided** one. Everything a crew argues about on the day is on this page.

N°01 Objective and KPI.
One sentence on what this video must do, and the single number that says it worked. Not “awareness.” A number, with a date.

N°02 Audience.
Who is watching, where they are, what they already believe about you. One paragraph. No personas with names.

N°03 The offer.
What the viewer is asked to do, and what they get. If there is no offer, say so — that is a different kind of film and it costs the same.

N°04 Hook options.
Three different first lines. Genuinely different, not three versions of one. The edit will test them; the shoot has to cover them.

N°05 Deliverables.
Every cut you need, by platform, with its shape and length. Use the table overleaf. Decide before the shoot — a vertical cut you did not plan for is a reshoot.

N°06 Talent, locations, consent.
Who appears, where you are filming, who has signed. Written permission from every person on camera and from the site owner, before day one. No signature, no shot.

N°07 Brand guardrails.
Colours, fonts, logo use, the phrases you must say and the ones you cannot. Attach the file. “You know our brand” is not a guardrail.

N°08 Approval chain.
Who approves the script, the cut, the final — each with a window in working days. If more than three people approve, name who breaks a tie.

N°09 Timeline.
Brief locked, shoot day, first cut, final, live. Five dates. Work backwards from live.

N°10 Budget band.
A range, not a number: what you can spend, and what would need a bigger conversation. A crew that knows the band designs to it. A crew that does not, guesses high.

N°11 What already exists.
Footage, stills, music rights, past ads that worked. Most shoots reshoot something the client already owns.

N°12 Success measure.
Who reports the KPI from N°01, to whom, on what day. Write it down now, while everyone is optimistic.

Deliverables — the specs to write into *N°05*

Checked at the platforms' own pages on 8 Sep 2026.[1]

DELIVERABLE	SHAPE	LENGTH	NOTE
Meta feed video (ad)	4:5 recommended on Facebook feed; 9:16 recommended for Instagram feed video	1 second and up	Stated resolution 1440 × 1800
Meta Reels / Stories (ad)	9:16, 1440 × 2560	Reels 0s–15 min; Stories 1s–60 min	Under 16 seconds plays as one Stories card
Instagram Reel (organic)	9:16	Up to 20 min — but over **3 min** is not recommended to new audiences	Print both numbers or the brief misleads
TikTok in-feed (ad)	9:16 recommended, at least 540 × 960	Up to 10 min	Max file size 500 MB
TikTok (organic)	9:16	Recorded in app up to 10 min; uploaded up to 60 min	—
YouTube bumper	16:9	5–6 seconds	Hard ceiling
YouTube non-skippable	16:9	7–15s standard; 16–30s for connected TV	30-second assets must be horizontal
YouTube skippable in-stream	16:9	No maximum; under 3 min recommended	Viewer can skip after 5 seconds
YouTube Short	Square or vertical	Up to 3 minutes	—

Safe zone, vertical. Meta asks you to keep text and logos clear of roughly **the top 14%, the bottom 35%, and 6% each side**. TikTok publishes no numbers at all — only downloadable template files, because their safe zone changes with caption length. Design to Meta's margins and you will survive both.

File. MP4 or MOV, H.264 video, AAC audio. Shoot at least 1080p. Deliver a version with no music baked in — you will need it the first time a platform flags the track.

Example — *filled*

EXAMPLE — FICTIONAL BRAND

This is a made-up brand, used to show the shape of a good answer. NORTHWIND KETTLE CO. is not a Tactiv client and does not exist.

FIELD	NORTHWIND KETTLE CO.
OBJECTIVE + KPI	Sell the £89 stovetop kettle to first-time buyers. 300 orders in the first 30 days, at or under £40 each.
AUDIENCE	UK, 28–45, already buy nice kitchen things. They think a kettle is a kettle.
OFFER	Free next-day delivery, first order. Code shown on screen and in the caption.
HOOK OPTIONS	(a) "Your kettle is loud." (b) "Nine seconds faster. Every morning." (c) "We made the boring one beautiful."
DELIVERABLES	1 × 30s YouTube skippable · 3 × 15s Meta Reels 9:16 · 3 × 6s bumper · 1 × 9:16 TikTok in-feed under 30s · 6 stills
TALENT / CONSENT	Two hand models, one kitchen. Both releases signed before the shoot. Location owner's permission on file.
GUARDRAILS	Copper and off-white only. Never say "smart." Logo bottom-right, always outside the bottom 35%.
APPROVALS	Script: Priya, 2 days. Cut: Priya + Tom, 3 days. Final: Tom alone. Tom breaks ties.
TIMELINE	Brief 3 Oct · shoot 14 Oct · first cut 21 Oct · final 28 Oct · live 3 Nov
BUDGET BAND	£18k–£24k. Above £24k needs the founder.
ALREADY EXISTS	40 product stills from March. Licensed track expires in January — do not use it.
SUCCESS MEASURE	Tom reports orders and cost per order every Monday for six weeks.

Checked, and *deliberately absent*

What the platforms do not publish.

- × **TikTok's safe-zone margins as numbers.** TikTok publishes none. It says the zone depends on shape, caption length and add-ons, and ships template files instead. This document says exactly that rather than borrowing a figure from a blog.
- × **TikTok's recommended duration for auction in-feed ads.** The "9–15 seconds" figure widely quoted appears only on TikTok's reservation buying page, not the auction one. Left out.
- × **YouTube in-feed video ad maximum length.** Listed by Google as having no maximum, with no number given.
- × **Whether Meta's stated resolutions are targets or minimums.** Meta labels them only "Resolution." The separate minimums are much lower.
- × ⚠ **Two live contradictions inside the platforms' own documentation, which is why the cover carries a date.** Meta's older Stories help page says 1080 × 1920 while its Ads Guide says 1440 × 2560. Google's pages give non-skippable as both "15–60 seconds" and as 7–15s / 16–30s tiers; we print the tiers, which match what the ad builder accepts.
- × ⚠ **Durability risk:** no Meta Ads Guide page carries a visible last-updated date, and Meta revises them silently. TikTok's in-feed page is the only dated page in the set (June 2026). YouTube Shorts moved to 3 minutes recently and may move again. **Re-verify before every reprint.**

SOURCE

1. Specs read at facebook.com/business (Ads Guide), help.instagram.com, ads.tiktok.com/help, tiktok.com/support, and support.google.com (YouTube and Google Ads) on 8 Sep 2026.

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