

AI Video Ad Pack — Project Brief

A few focused questions so your ads land right the first time. It takes about ten minutes — there are no wrong answers, and we'll refine together from here. Fill this in on-screen and email it back to hello@britetechlifestyle.com.

1 Your name & brand

2 Website or main social handle

3 What are we advertising? The product, service or offer — and the price point if relevant.

4 Who is it for? Describe your ideal customer in a sentence or two.

5 The one thing a viewer must take away If they remember nothing else, what should it be?

6 Where will these ads run?

Meta (FB/
IG)

TikTok



Reels

YouTube
Shorts

Other

7 **What feeling should the ad create?** Choose the closest — it steers tone, pace and music.

☐ Calm & reassuring☐ Exciting & energetic☐ Premium & refined☐ Fun & playful☐ Expert & trustworthy

8 **Which package?** Not sure? Leave blank and we'll recommend one.

☐ Starter — 3 ads (£240)☐ Test Pack — 15 assets (£550)☐ Retainer — 12/mo (£900–1,200)

9 **Call to action** What should viewers do — e.g. "Shop now", "Get the free guide", "Book a call".

10 **Anything to avoid?** Words, claims, colours or styles that are off-limits for your brand.

11 **Brand assets you can share** Tick what you have — anything missing, we'll build.

☐ Logo☐ Colours / palette☐ Fonts☐ Product photos☐ None yet

12 **Deadline or launch date** If you have one.

What happens next. Send this back and you'll get a one-time brand setup, then your first ad drafts within a few working days. Two revision rounds are included, and final files arrive ready to publish in each platform's format.