

Skip2Stick – Creative Brief Template:

A smart, customizable framework to shape your campaign thinking and craft YouTube ads that truly connect.



Section	Input
Client Name	<i>Enter the official brand or client name</i>
Client Contact	<i>Name, role, and email of main contact</i>
Campaign / Video Name	<i>Internal or public-facing campaign name</i>
Campaign Timeline	<i>Start and end dates for the campaign MM/DD/YYYY – MM/DD/YYYY</i>
Estimated Video Length	<i>Total length in seconds (e.g. 30s skippable)</i>
Competition	<i>Key competitors and how they typically communicate?</i>
Inspiration	<i>Links or descriptions of relevant inspiration</i>
Budget	<i>Available or estimated budget range</i>

What Are We Advertising?	<i>Provide essential context for the brand, product, service, or idea and why this video is needed now</i>
Primary Objective	<i>What must this video achieve in one clear sentence? What must this video achieve? (Awareness, consideration, behaviour change, etc.)</i>
Target Audience	<i>Describe the audience's mindset, motivations, and typical YouTube behaviour</i>
USP	<i>What makes this brand or offer worth watching?</i>
Single-Minded Message	<i>The one thing the viewer should remember after the ad</i>
Video Type	<i>Explainer, story-led, testimonial, demo, or hybrid</i>
Tone of Voice	<i>Choose 2–3 words that describe how this should feel (Empathetic, playful, bold, expert, human, etc.)</i>
Casting Notice	<i>Who should appear and why they feel authentic to this story?</i>
Desired Response	<i>What should the viewer: (Think, Feel, Do)?</i>
Brand Assets	<i>Logos, colours, typography, sonic cues, brand codes, Anything off-limits due to brand or legal constraints</i>

Strategy – From Skip to Stick: Attract- Engage- Retain (A-E-R)	
A – Attract (0–5 sec) Earn attention before the skip button.	
A – Hook Type	<i>Mandatory Hook Type: Emotion, curiosity, surprise, relatable moment, or pattern break</i>
A – Opening Cue	<i>The first thing we see or hear</i>
A – Relevance Signal	<i>Why should the viewer care immediately?</i>
E – Engage (6–15 seconds) Build interest and emotional or cognitive connection.	
E – Engagement Key	<i>Emotion, tension, insight, humour, or relatability</i>
E – Story Beat	<i>What happens to sustain interest?</i>
E – Pacing	<i>Fast, dynamic, energetic, or deliberate</i>
R – Retain (16 sec +) Deliver payoff, meaning, and memory	
R – Payoff	<i>What emotional or narrative value is delivered?</i>
R – Brand Memory	<i>How should the brand be remembered?</i>
R – CTA	<i>Invite participation or belonging, not a hard sell(e.g. “Join the movement” instead of “Buy now”)</i>
The 3 C's Factors	
Creative	<i>What makes this idea visually or conceptually distinctive?</i>
Connection	<i>How does this feel relevant, human, or culturally resonant?</i>
Clarity	<i>What must be instantly understood? What should stay simple?</i>
Success Metrics	<i>VTR, skip rate, % watched (5s/10s/15s), recall lift, engagement, CTR</i>