

Creative production briefs

Multiloop · 8 briefs · Prepared 14 October 2026



PREPARED FOR
Multiloop

LANDING PAGE

adsforsales.com ↗

Multiloop | Make better ads. Learn what happens next.

PRODUCT

Multiloop transforms product pages into actionable creative briefs and ad copy, enabling businesses to understand customer behavior post-click.

BRAND

PURPOSE

To make better advertising accessible to everyone by combining creative thinking, real advertising knowledge and measurable learning.

VOICE

Clear, confident, intelligent and approachable.

PERSONALITY

Creative Intelligent Approachable Curious
Empowering

VISUAL DIRECTION

Modern, clean, creative and premium with generous white space, crisp typography, subtle gradients.

PRODUCTION CRITERIA

How we create

Phone / UGC In-house shoot

Who can appear

Founder / team UGC creators

Where we can shoot

Home / everyday locations Office / workplace Outdoors

Formats

Static images Carousels Short-form video Talking-head video Product demo
Screen recording

Turnaround

Same day 2-3 days

Full brand profile and production capabilities on page 16.

8 briefs, ready to produce

#	BRIEF	FORMAT	LENGTH	RATIO	TALENT	LOCATION	PAGE
01	Before and After: Ad Performance Transformation	SCREEN RECORDING	0:28	9:16	Founder	Home office	3
02	The Marketing Toolkit Checklist	CAROUSEL	4 slides	4:5	None	Design only	5
03	Empowering Marketers: Founder Story	TALKING HEAD	0:28	9:16	Founder	Home office	7
04	Visual Metaphor: Marketers Empowered	STATIC IMAGE	Single	4:5	None	Design only	9
05	Stress Test: Multiloop in High-Pressure Marketing	VENUE ENVIRONMENT SHOWCASE	0:28	9:16	Creator	Home office	10
06	Pointing to Ad Success: Feature Breakdown	SCREEN RECORDING	0:28	9:16	Creator	Home office	12
07	Structured Decisions: The Checklist	STATIC IMAGE	Single	4:5	None	Design only	14
08	Ad Brief Creation Mockup	STATIC IMAGE	Single	4:5	None	Design only	15

HOW TO READ THE SCRIPTS

- **Say this:** exact script, set in solid ink.
- **Your words:** talking point, set in slate grey with a dashed marker.

EACH BRIEF INCLUDES

The idea

Concept and why it works

The story / swipe

The running order: every scene at a glance

The scenes / slides

Each beat with script and visual direction

The shoot / finish

Location, talent, props, pacing

Safe zones: top 15% and bottom 20% are kept clear for platform UI.

01

VIDEO · SCREEN RECORDING · 9:16 · 0:28

Before and After: Ad Performance Transformation

Talent Founder · **Location** Home office · **Audio** Upbeat tempo with digital sound effects for transitions

WHY IT WORKS

The clear visual contrast between the two scenarios effectively highlights the impact of Multiloop on ad performance, persuading marketers by showing measurable results.

RUNNING ORDER

0:00	00	The hello	"Before vs. After"	● Say this	2s
0:02	01	The proof	"Struggling with low engagement?"	○ Your words	6s
0:08	02	The struggle	"Engagement skyrocketed!"	○ Your words	10s
0:18	03	The invitation	"Visit adsforsales.com"	● Say this	10s

0:00

0:28

SCENE 00 / 0:00 – 0:02 / HOLD 2 SEC

The hello

● SAY THIS

"Watch how Multiloop transforms ad performance!"

ON-SCREEN TEXT

Before vs. After · top centre, inside the safe zone

CAMERA / PERFORMANCE

Close-up on the left side showing sluggish metrics

Upbeat music starts with a digital sound effect

Before vs. After



Screen demo

Struggling with low engagement?

Slow zoom in

SCENE 01 / 0:02 – 0:08 / HOLD 6 SEC

The proof

YOUR WORDS

Describe the challenges faced before using Multiloop.

CAMERA / PERFORMANCE

Zoom in slightly on the left side metrics

Engagement skyrocketed!

Screen + creator

SCENE 02 / 0:08 – 0:18 / HOLD 10 SEC

The struggle

YOUR WORDS

Highlight the improvements seen after using Multiloop.

CAMERA / PERFORMANCE

Shift focus to vibrant, improved metrics on the right side

Visit adsforsales.com

To camera

SCENE 03 / 0:18 – 0:28 / HOLD 10 SEC

The invitation

SAY THIS

“Join Multiloop today and empower your marketing!”

CAMERA / PERFORMANCE

Resolution showcasing the overall impact and call to action

LOCATION

Split-screen setup in a home office environment

PROPS

Multiloop branding visible on screens and documents

PACING

Fast-paced editing to maintain viewer engagement

APPROVED BY

DATE

NOTES

02

CAROUSEL · 4 SLIDES · 4:5

The Marketing Toolkit Checklist

Talent None · **Made from** Graphics and product screens

WHY IT WORKS

This format engages users interactively, allowing them to visualize the tools available to them and encouraging them to consider Multiloop as a comprehensive solution for their marketing needs.

RUNNING ORDER

01	Hook	"Unlock Your Marketing Potential!"
02	Problem / contrast	"Struggling to Create Effective Ads?"
03	Proof	"Meet Multiloop: Your Marketing Toolkit"
04	Resolution + CTA	"Empower Your Marketing Today!"

Slide 01

Slide 04

Unlock Your Marketing Potential!



The visual of the toolbox opens up, inviting viewers to swipe to discover the tools inside.

SLIDE 01 / HOOK

ON-SLIDE COPY

"Unlock Your Marketing Potential!"

VISUAL COMPOSITION

A vibrant graphic featuring a key unlocking a toolbox filled with marketing tools, symbolizing the empowerment of marketers.

The visual of the toolbox opens up, inviting viewers to swipe to discover the tools inside.

Struggling to Create Effective Ads?



The cluttered desk fades away, leading viewers to the next slide that offers solutions.

SLIDE 02 / PROBLEM / CONTRAST

ON-SLIDE COPY

“Struggling to Create Effective Ads?”

VISUAL COMPOSITION

A split-screen showing a frustrated marketer on one side and a cluttered desk filled with disorganized notes and ideas on the other.

The cluttered desk fades away, leading viewers to the next slide that offers solutions.

Meet Multiloop: Your Marketing Toolkit



The features animate into a checklist format, guiding viewers to the final slide.

SLIDE 03 / PROOF

ON-SLIDE COPY

“Meet Multiloop: Your Marketing Toolkit”

VISUAL COMPOSITION

A dynamic showcase of Multiloop's features, including creative brief generation, ad performance tracking, and collaboration tools, with icons representing each feature.

The features animate into a checklist format, guiding viewers to the final slide.

Empower Your Marketing Today!

[Visit adsforsales.com](#)

SLIDE 04 / RESOLUTION + CTA

ON-SLIDE COPY

“Empower Your Marketing Today!”

VISUAL COMPOSITION

A clean layout featuring the Multiloop logo, website URL (adsforsales.com), and a clear call to action button saying 'Get Started for Free'.

The CTA button pulses gently, encouraging viewers to take action.

NARRATIVE

The carousel begins by capturing attention with a bold hook, then presents the common challenges marketers face without the right tools.

FORMAT

4 slides, 4:5, swipe left

VARIATIONS

Practical carousel variation

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NOTES

03

VIDEO · TALKING HEAD · 9:16 · 0:28

Empowering Marketers: Founder Story

Talent Founder · **Location** Home office · **Audio** Uplifting background music with a moderate tempo

WHY IT WORKS

Personal storytelling fosters emotional connection, making the brand more relatable and trustworthy while reinforcing the core value of empowering marketers.

RUNNING ORDER

0:00	00	The hello	"Empowering Marketers"	● Say this	2s
0:02	01	The struggle	"Overcoming Challenges"	⌚ Your words	6s
0:08	02	The product	"Data-Driven Insights"	⌚ Your words	10s
0:18	03	The invitation	"Visit us at adsforsales.com"	● Say this	10s

0:00

0:28

SCENE 00 / 0:00 – 0:02 / HOLD 2 SEC

The hello

● SAY THIS

"Hi, I'm [Founder Name], and I want to share my journey with you."

ON-SCREEN TEXT

Empowering Marketers · top centre, inside the safe zone

CAMERA / PERFORMANCE

Close-up shot of the founder's face

Soft inspirational music begins

Empowering Marketers

Close-up · eye level

Overcoming
Challenges


Slow zoom in

SCENE 01 / 0:02 – 0:08 / HOLD 6 SEC

The struggle

◉ YOUR WORDS

Discuss the challenges you faced in marketing before Multiloop.

CAMERA / PERFORMANCE

Slight zoom in as the founder speaks

Data-Driven
Insights


Screen + creator

SCENE 02 / 0:08 – 0:18 / HOLD 10 SEC

The product

◉ YOUR WORDS

Explain how Multiloop empowers marketers with data-driven insights.

CAMERA / PERFORMANCE

Showcase of Multiloop in action with marketers using the platform

Visit us at
adsforsales.com


To camera

SCENE 03 / 0:18 – 0:28 / HOLD 10 SEC

The invitation

● SAY THIS

"Join us at Multiloop and empower your marketing today!"

CAMERA / PERFORMANCE

Founder invites viewers to explore Multiloop

LOCATION

Home office setting with personal touches to reflect the founder's journey

PROPS

Multiloop interface displayed on a laptop, notes, and marketing materials

PACING

Smooth transitions with a steady rhythm to maintain engagement

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DATE

NOTES

04

STATIC IMAGE · 4:5

Visual Metaphor: Marketers Empowered

Talent None · **Made from** Icons, short phrases, brand graphics

WHY IT WORKS

Using visual metaphors makes the information easily digestible and memorable, reinforcing the message of empowerment through clear representation.

THE FINISHED AD



Dashed areas: top 15% and bottom 20% kept clear for platform UI.

HEADLINE

Empower Your Marketing

SUPPORTING TEXT

LEFT Creative Brief Creation
RIGHT Ad Performance Tracking
BOTTOM LEFT Start Free

COMPOSITION

An infographic-style image featuring a central visual metaphor of a marketer at the helm of a ship, navigating through various tools represented by icons. The typography is bold and modern, with a clear hierarchy that emphasizes the tools and their benefits.

BACKGROUND

The background is a gradient of blue and green, symbolizing growth and clarity.

LIGHTING & STYLE

The image is brightly lit with a clean, professional aesthetic.

FINISH

Ensure vibrant colors and clear iconography; apply a light grading for consistency.

VARIATIONS Create a version with alternative color schemes to test audience engagement.

APPROVED BY

DATE

NOTES

05

VIDEO · VENUE ENVIRONMENT SHOWCASE · 9:16 · 0:28

Stress Test: Multiloop in High-Pressure Marketing

Talent Creator · **Location** Home office · **Audio** Upbeat music with a fast tempo and sound effects that emphasize urgency.

WHY IT WORKS

This execution highlights Multiloop's reliability in tough situations, creating trust and showcasing how it empowers marketers to deliver results even under pressure.

RUNNING ORDER

0:00	00	The hello	"Can Multiloop save the day?"	● Say this	2s
0:02	01	The demonstration	"Using Multiloop..."	🔄 Your words	6s
0:08	02	The proof	"Ad performance tracking made easy!"	🔄 Your words	10s
0:18	03	The invitation	"Visit Multiloop at adsforsales.com"	● Say this	10s

0:00

0:28

SCENE 00 / 0:00 – 0:02 / HOLD 2 SEC

The hello

● SAY THIS

"Can Multiloop help me meet this deadline?"

ON-SCREEN TEXT

Can Multiloop save the day? · top centre, inside the safe zone

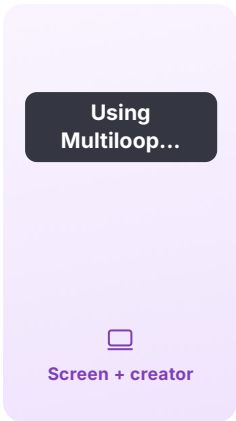
CAMERA / PERFORMANCE

Medium shot, slightly angled to capture the creator's expressions.

Ticking clock sound effect to build tension.

Can Multiloop save the day?

Close-up



SCENE 01 / 0:02 – 0:08 / HOLD 6 SEC

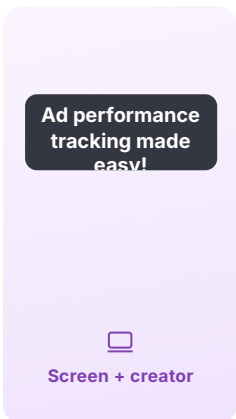
The demonstration

🕒 YOUR WORDS

Describe how you feel as you start using Multiloop.

CAMERA / PERFORMANCE

Zoom in on the screen as the creator interacts with the tool.



SCENE 02 / 0:08 – 0:18 / HOLD 10 SEC

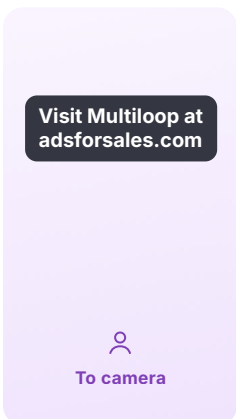
The proof

🕒 YOUR WORDS

Highlight how Multiloop improves ad effectiveness and collaboration.

CAMERA / PERFORMANCE

The creator showcases the creative brief generation and ad performance tracking features.



SCENE 03 / 0:18 – 0:28 / HOLD 10 SEC

The invitation

🗨 SAY THIS

“Thanks to Multiloop, I hit my deadline! Try it today!”

CAMERA / PERFORMANCE

The creator wraps up the campaign creation process and shows a relieved expression.

LOCATION

Home office setting with a desk and computer setup, showcasing a high-pressure work environment.

PROPS

Multiloop interface displayed on a computer screen, marketing materials, and a timer to signify urgency.

PACING

Fast-paced editing with quick cuts to maintain urgency.

APPROVED BY

DATE

NOTES

06

VIDEO · SCREEN RECORDING · 9:16 · 0:28

Pointing to Ad Success: Feature Breakdown

Talent Creator · **Location** Home office · **Audio** Upbeat, motivating background music with light sound effects for emphasis

WHY IT WORKS

This direct engagement captures attention and allows for a straightforward explanation of features, making the information approachable and actionable.

RUNNING ORDER

0:00	00	The hello	"Unlock Your Ad Success!"	● Say this	2s
0:02	01	The struggle	"Create Impactful Ads"	🔄 Your words	6s
0:08	02	The proof	"Track Performance & Generate Briefs"	● Say this	10s
0:18	03	The invitation	"Visit Us: adsforsales.com"	● Say this	10s

0:00

0:28

SCENE 00 / 0:00 – 0:02 / HOLD 2 SEC

The hello

● SAY THIS

"Are you ready to empower your marketing?"

ON-SCREEN TEXT

Unlock Your Ad Success! · top centre, inside the safe zone

CAMERA / PERFORMANCE

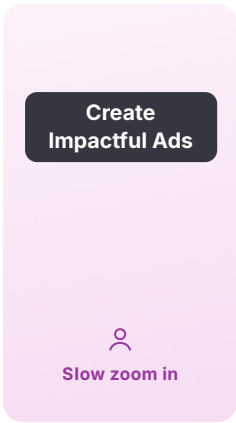
Close-up shot of the creator with the screen in the background

Upbeat music starts playing

Unlock Your Ad Success!



Screen + creator



SCENE 01 / 0:02 – 0:08 / HOLD 6 SEC

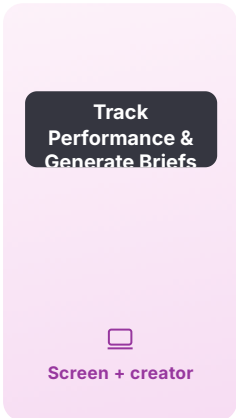
The struggle

🕒 YOUR WORDS

Explain how Multiloop helps marketers create impactful ads.

CAMERA / PERFORMANCE

Slight zoom in on the creator's face for emphasis



SCENE 02 / 0:08 – 0:18 / HOLD 10 SEC

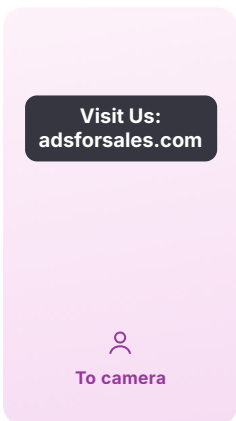
The proof

● SAY THIS

"With Multiloop, you can track ad performance and generate creative briefs effortlessly."

CAMERA / PERFORMANCE

Showcase key features like ad performance tracking and brief generation



SCENE 03 / 0:18 – 0:28 / HOLD 10 SEC

The invitation

● SAY THIS

"Visit adsforsales.com and start empowering your marketing today!"

CAMERA / PERFORMANCE

Transition to a call to action encouraging viewers to visit the website

LOCATION

Home office setting with a clean, modern aesthetic

PROPS

Multiloop interface displayed on a laptop or screen, with props like notepads and pens to signify brainstorming

PACING

Quick cuts to maintain viewer engagement, with a rhythm that matches the upbeat music

APPROVED BY

DATE

NOTES

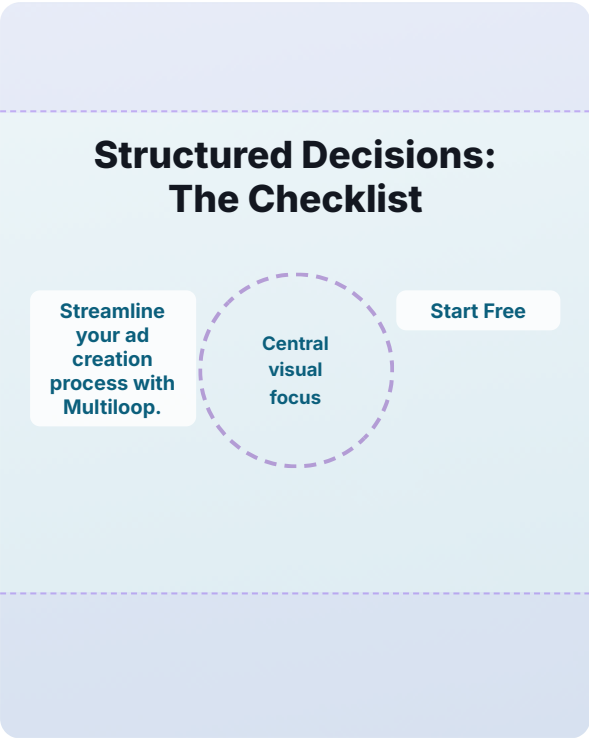
Structured Decisions: The Checklist

Talent None · Made from Icons, short phrases, brand graphics

WHY IT WORKS

Checklists are practical tools that resonate with audiences looking for frameworks to streamline their processes, enhancing perceived value. This approach positions Multiloop as a user-centric solution.

THE FINISHED AD



Dashed areas: top 15% and bottom 20% kept clear for platform UI.

HEADLINE

Structured Decisions: The Checklist

SUPPORTING TEXT

- LEFT

Streamline your ad creation process with Multiloop.
- RIGHT

Start Free

COMPOSITION

The static image features a clean, modern checklist layout with a structured design. Each step in the checklist is clearly numbered and accompanied by engaging icons that visually represent the action required. The typography is bold for headings and legible for instructions, creating a clear hierarchy that guides the viewer's eye from top to bottom.

BACKGROUND

The background is a soft gradient that transitions from light blue at the top to white at the bottom, providing a calming and professional aesthetic.

LIGHTING & STYLE

The lighting is bright and even, enhancing the clarity of the checklist.

FINISH

Ensure the colors are bright and the icons are distinct, with a slight shadow effect to add depth.

VARIATIONS A version with a dark background for contrast, emphasizing the checklist elements.

APPROVED BY

DATE

NOTES

Ad Brief Creation Mockup

Talent None · **Made from** Icons, short phrases, brand graphics

WHY IT WORKS

Utilizing a document mockup format visually demonstrates how easy it is to create professional briefs, appealing directly to marketers seeking efficiency. It sets clear expectations for the outcome of using Multiloop.

THE FINISHED AD



Dashed areas: top 15% and bottom 20% kept clear for platform UI.

HEADLINE

Create Professional Ad Briefs in Minutes

SUPPORTING TEXT

LEFT Experience the power of structured advertising intelligence.

RIGHT Start at Free

COMPOSITION

The static image features a polished mockup of an ad brief generated by Multiloop, showcasing a clean layout with clear sections for objectives, target audience, key messages, and performance metrics. The typography is modern and professional, with a hierarchy that emphasizes the title and key features prominently.

BACKGROUND

The backdrop is a minimalistic office environment with a soft-focus effect, suggesting a professional workspace.

LIGHTING & STYLE

The lighting is bright and even, creating a clean and inviting mood.

FINISH

Ensure the colors are vibrant and the text is legible against the background.

VARIATIONS Alternative mockup showcasing different sections of the ad brief.

APPROVED BY

DATE

NOTES

Brand profile & production capabilities

FULL BRAND PROFILE

Purpose	To make better advertising accessible to everyone by combining creative thinking, real advertising knowledge and measurable learning.
What we sell	An AI-powered creative intelligence platform that helps businesses and marketing agencies develop advertising Angles, Concepts, Creative Briefs and Copy, and connects advertising creation with post-click measurement through Multiloop Pixel and Learn.
Value proposition	Multiloop combines creative strategy, production guidance, Copy and learning in one workflow, making effective advertising accessible and efficient.
Differentiation	Unlike generic AI writing tools, Multiloop offers a structured advertising intelligence engine, Creative Lens analysis, strategic Angles, Concepts, actionable Creative Briefs, platform-specific advertising Copy, and post-click measurement.
Personality	Creative, Intelligent, Approachable, Curious, Empowering
Tone of voice	Clear, confident, intelligent and approachable, using straightforward language with a practical tone.
Proof points	Structured advertising intelligence engine, Creative Lens analysis, Post-click measurement through Multiloop Pixel
Always emphasise	Connecting creative thinking with real learning, Creative originality, Practical execution, Accessibility, Evidence-informed decisions, Continuous improvement
Visual direction	Modern, clean, creative and premium with generous white space, crisp typography, subtle gradients, rounded interface elements and a blue-to-purple colour palette.
Imagery	Combine authentic advertising examples, clear product demonstrations and expressive creative elements, maintaining a friendly, slightly playful personality.
Target audience	Small and medium-sized businesses, entrepreneurs, e-commerce brands, service providers and marketing agencies that need to create effective advertising without relying on large creative teams.

PRODUCTION CAPABILITIES

How we create	Phone / UGC	In-house shoot				
Who can appear	Founder / team	UGC creators				
Where we can shoot	Home / everyday locations	Office / workplace	Outdoors			
Formats	Static images	Carousels	Short-form video	Talking-head video	Product demo	Screen recording
Turnaround	Same day	2–3 days				