



Reels Creative Brief

Are you ready to take your brand to new heights with Instagram Reels? The fun and exciting feature gives you the opportunity to show off your products or services in a creative and eye-catching way. If you've downloaded this creative brief template, you probably already get the value of creating Instagram Reels. But just as a quick reminder...

- Instagram boasts 2 billion+ monthly active users
- Instagram Reels have an average engagement rate of 1.95%, which is at least double compared to images, photos, and carousels
- Average reach rate for Instagram Reels in 2022 was 20.59%. Accounts under 5k followers have the highest reach rates of 39.46% on average. That means it's a great time to get started with Reels if you haven't yet!

Use this template to assemble a creative brief for your organization's upcoming IG Reels campaign. Remember: You don't necessarily need to know all of these details just yet. This is meant to get you started.

Where to begin...

1. ABOUT YOUR BRAND:

Consumers care deeply about what brands stand for. How deeply? 89% of customers stay loyal to brands who share their values. So to help Creators produce content that aligns with your brand's values, it's important to clearly communicate your identity to them. So with that in mind- What does your brand stand for? What does your brand believe? What's the personality of your brand?

Cohley's Tip: Describe your brand values, but avoid being overly prescriptive. You want to make sure you are still leaving room for the Creators to be themselves!

2. BRIEF OBJECTIVE:

Tell Creators about the goal of your brief. (e.g. We're looking for lifestyle imagery that showcases how the product is naturally integrated into your life for use in IG reel ads.)

Cohleys Tip: Your Reels don't need to be overly polished. Encourage your Creators to have fun (it may seem like a given but we all need a reminder sometimes)!

3. BRIEF DELIVERABLES:

Reels viewers want authentic and fun content that feels native to the platform. Don't be afraid to step out of your comfort zone and let your Creators do what they do best... create! With that in mind, what types of assets are you looking for? A challenge video? An unboxing/haul? A try-on? A duet? Some examples include:

- 1 Reels Post
- Upload 2 versions of the video - With & Without text (this will make it easier to repurpose the video on other channels such as TikTok)
- Reel must be submitted to brand for approval prior to posting.
- Specs (optimal length is 21-34 seconds)
- Timeline
- Budget (\$250 minimum per asset)

Cohley's Tip: *We like to say ABT (always be testing). If you've had success with one type of asset in the past, challenge your assumption of what "always" generates the best results and try out something different this time around!*

4. PRODUCT:

What will this Reels campaign focus on? A new product launch? A holiday/themed promo? How much product will each Creator receive?

Links to product pages here

By the way, if you happen to be a Cohley customer using our Ecomm Integration, your Customer Success Manager can show you how simple it is to choose a product directly in the brief on the platform.

5. CONTENT SUBMISSION:

How you prefer to receive and review content is completely up to you! Just be sure to let Creators know. (If you happen to be a Cohley customer, you can review all submitted content right in your brand's portal, eliminating the need for a separate Dropbox folder, endless email threads, etc.)

6. CONTENT RIGHTS:

We're not lawyers, so don't take this as legal advice! But we recommend being transparent about where and for how long you plan to use creators' content. E.G. – Do you want the right to use it everywhere, or just on your website? For the duration of a campaign, or in perpetuity?

Organic reach on Reels can vary. To ensure you maximize reach, ask your creators to allow your brand to boost their posts.