**CONTENT BRIEF: Yaleo Story / Yaleo Video**

| **KEY INFO** | |
| --- | --- |
| **Client name** |  |
| **Client website** |  |
| **Target market** |  |
| **Industry**  *(eg. F&B, Retail, Finance, etc)* |  |
| **Type of pitch** | * Mock-up * Campaign * Mock-up to Campaign |
| **Campaign name/details** *(including key messages)* |  |
| **Type of story / video** | * In-feed ([see demo on NZZ.ch](https://showcase.yaleo.com/in-feed/?tag=%7B%22storyURL%22%3A%22https%3A%2F%2Fstories.nws.ai%2Faudienzz%2Fakris-spring-2024-march-2024-v3-de%2F%22%2C%22footer%22%3Afalse%2C%22bid%22%3A%7B%22appID%22%3A%22%24%7BBUNDLE_ID%7D%22%2C%22sourceURL%22%3A%22%24%7BSOURCE_URL%7D%22%2C%22dealID%22%3A%22%24%7BINVENTORY_SOURCE_EXTERNAL_ID%7D%22%2C%22platform%22%3A%22dv360%22%7D%2C%22clickActions%22%3A%5B%22action%22%2C%22link_click_out%22%5D%2C%22clickURL%22%3A%22%24%7BCLICK_URL%7D%22%7D&publisher=NZZ%20Travel) / [see demo on blick.ch](https://showcase.yaleo.com/in-feed/?tag=%7B%22storyURL%22%3A%22https%3A%2F%2Fstories.nws.ai%2Faudienzz%2Fakris-spring-2024-march-2024-v3-de%2F%22%2C%22footer%22%3Afalse%2C%22bid%22%3A%7B%22appID%22%3A%22%24%7BBUNDLE_ID%7D%22%2C%22sourceURL%22%3A%22%24%7BSOURCE_URL%7D%22%2C%22dealID%22%3A%22%24%7BINVENTORY_SOURCE_EXTERNAL_ID%7D%22%2C%22platform%22%3A%22dv360%22%7D%2C%22clickActions%22%3A%5B%22action%22%2C%22link_click_out%22%5D%2C%22clickURL%22%3A%22%24%7BCLICK_URL%7D%22%7D&publisher=Blick%20Sport)) * Landing Page ([see demo](https://stories.yaleo.com/ein-strauss-von-blumen-und-wissen/)) |
| **Number of stories** |  |
| **KPI Focus** | * Interactions and Interaction-Rate * Time on Story/Video * Video-Metric (Time on Story or VTR) * Click-Outs and Traffic to Client-Page |
| **Type of content to be included** | * Videos * Images * Quizzes * Polls * Maps * Forms * Shoppable * Click-to-buy * Store locations |
| **Content language** |  |
| **Key assets** |  |
| **Additional files/references** | Eg.: Specific Example from https://showcase.yaleo.com/ |
| **Campaign trackers/Clickthrough URL** |  |
| **Campaign start date** |  |

| **YALEO STORY INFO** | |
| --- | --- |
| **Campaign name** |  |
| **Landing page**  *(same as clickthrough URL)* |  |
| **Target audience**  *(eg. age, gender, income, location, interests, etc)* |  |
| **Message**  *(the message you want to convey in the Brand story)* |  |
| **Call-to-Action**  *(eg. ‘Learn More’ for brand awareness, ‘Shop Now’ for conversions)* |  |
| **Specific art direction**  *(eg. clean, minimalist design; bold, colourful design; etc)* |  |
| **Specific number of scenes**  *(if any)* |  |
| **Default fonts**  *(please attach downloadable file(s) in .woff or .woff2 if any)* |  |
| **Images/videos**  *(please attach downloadable hi-res file(s) in .psd, .tiff, .jpg, .png, .gif, .mp4)* |  |
| **Content language**  *(please provide translations for specific copies if in language other than English)* |  |
| **Selected products for shoppable scenes if any**  *(please list product names, prices and page urls of no more than 6 to include)* |  |