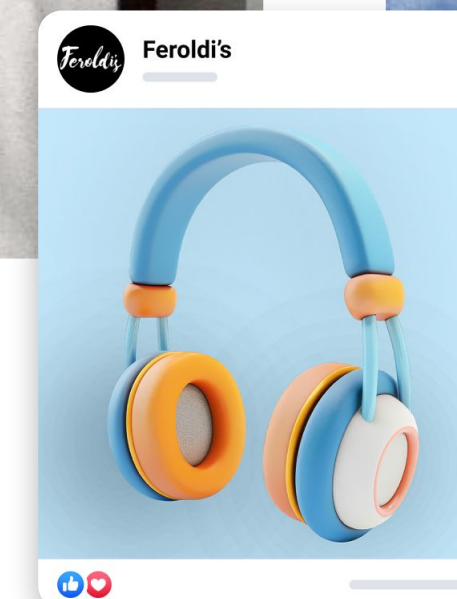
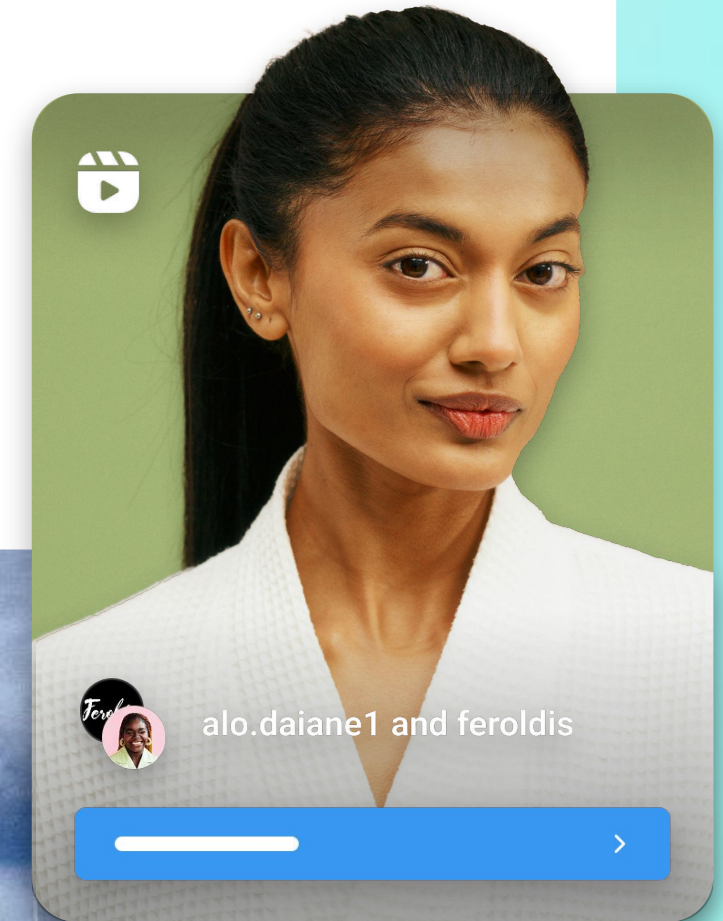
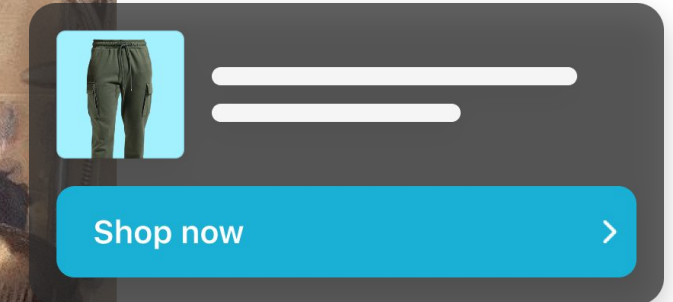




Creative Playbook Creator Marketing

A practical creative guide for finding, briefing
and working with creators.

Creative Shop



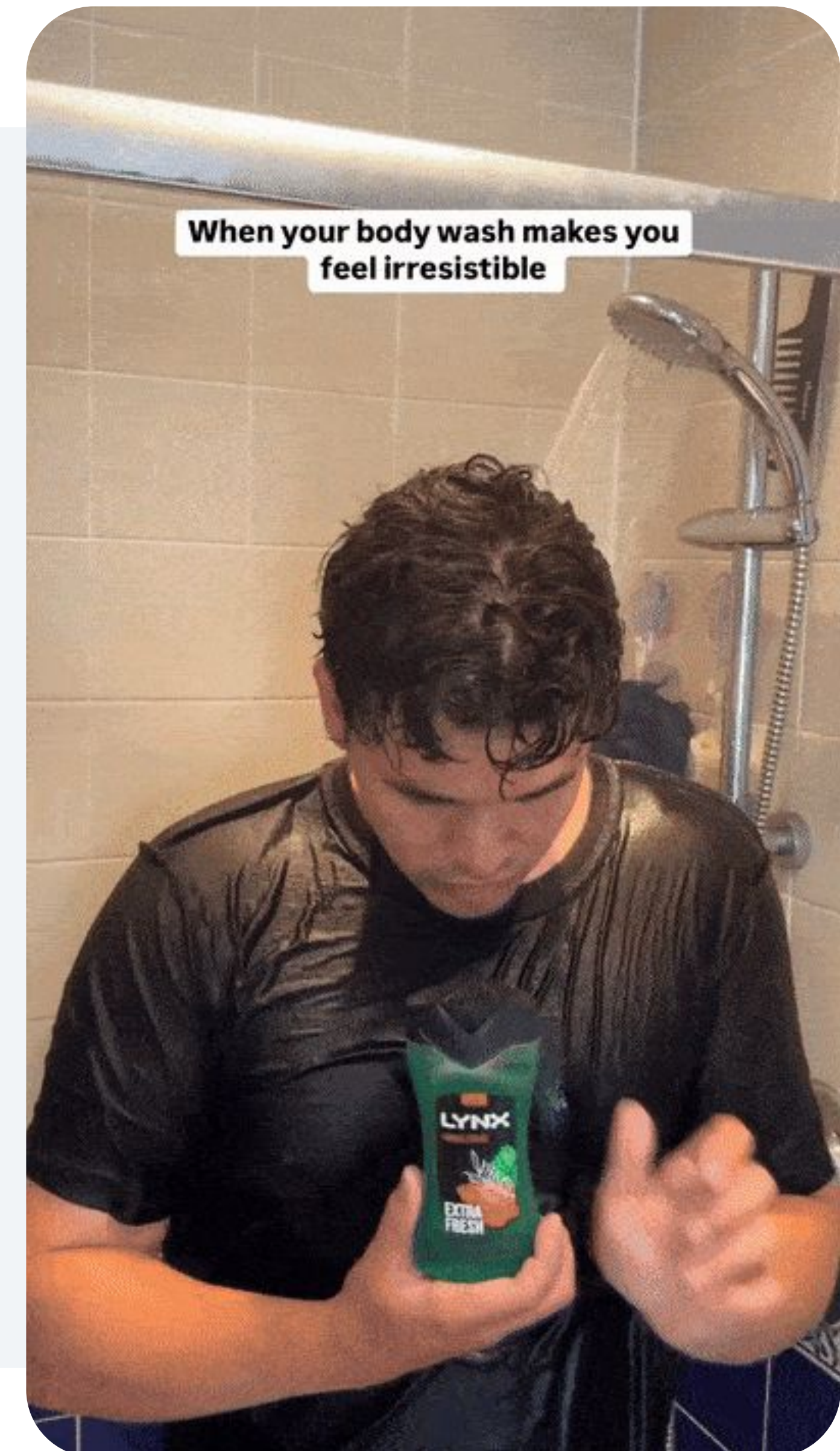
Beyond the era of influencers

We're drawn to creators
because of their
authenticity and their
originality, not their fame

78%

Of Gen Z agree that having a **unique** POV
is a reason for following a creator

BAMM quant research, Q1 2025, global, n = 1,519



Creators are diverse, but they have three qualities in common



Authenticity

Creators earn our trust because of their unique voice and perceived independence



Relatability

Creators are people like us - they speak to us on a peer to peer level



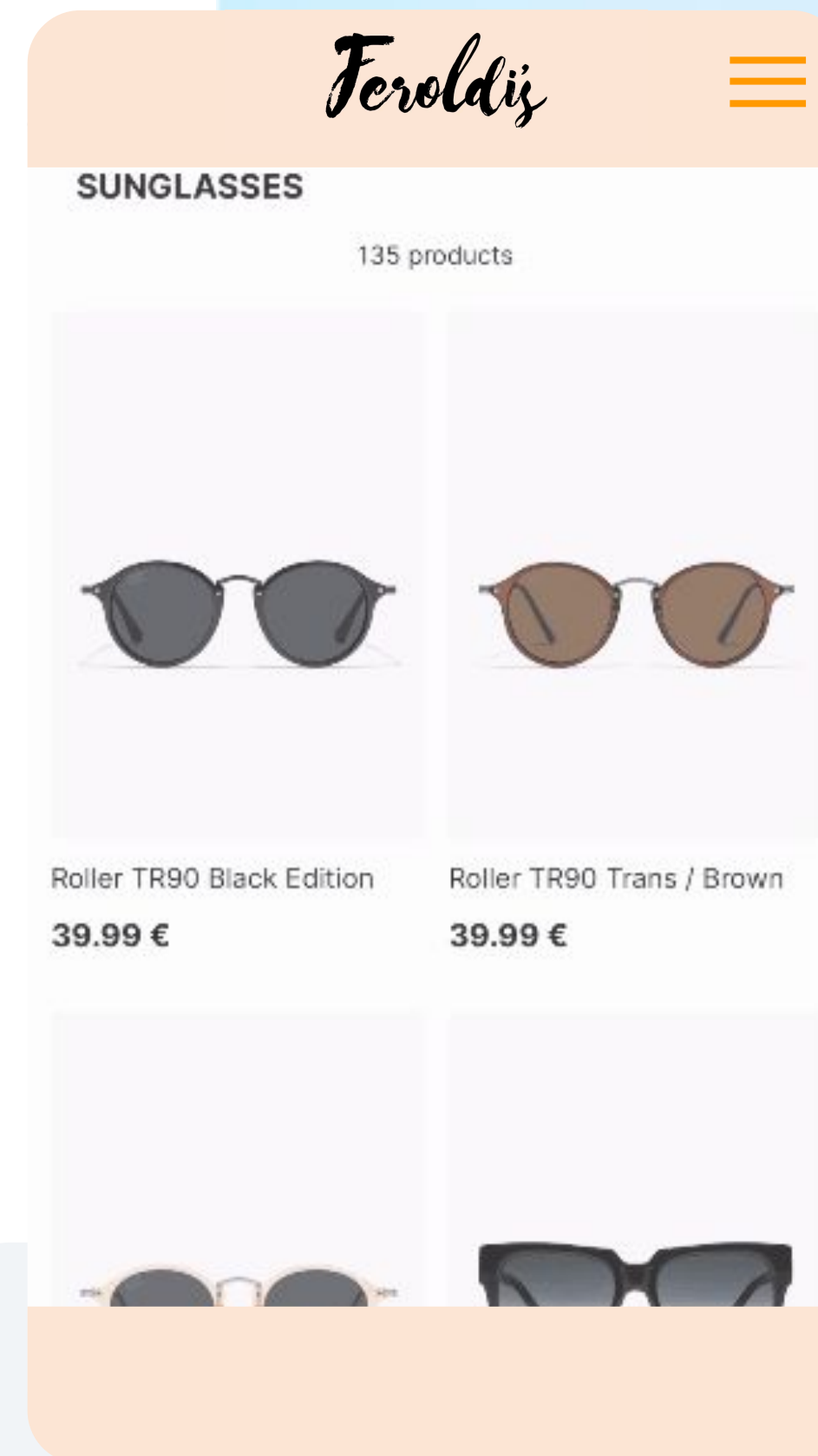
Creativity

Creators have an original perspective or craft that entertains or inspires us

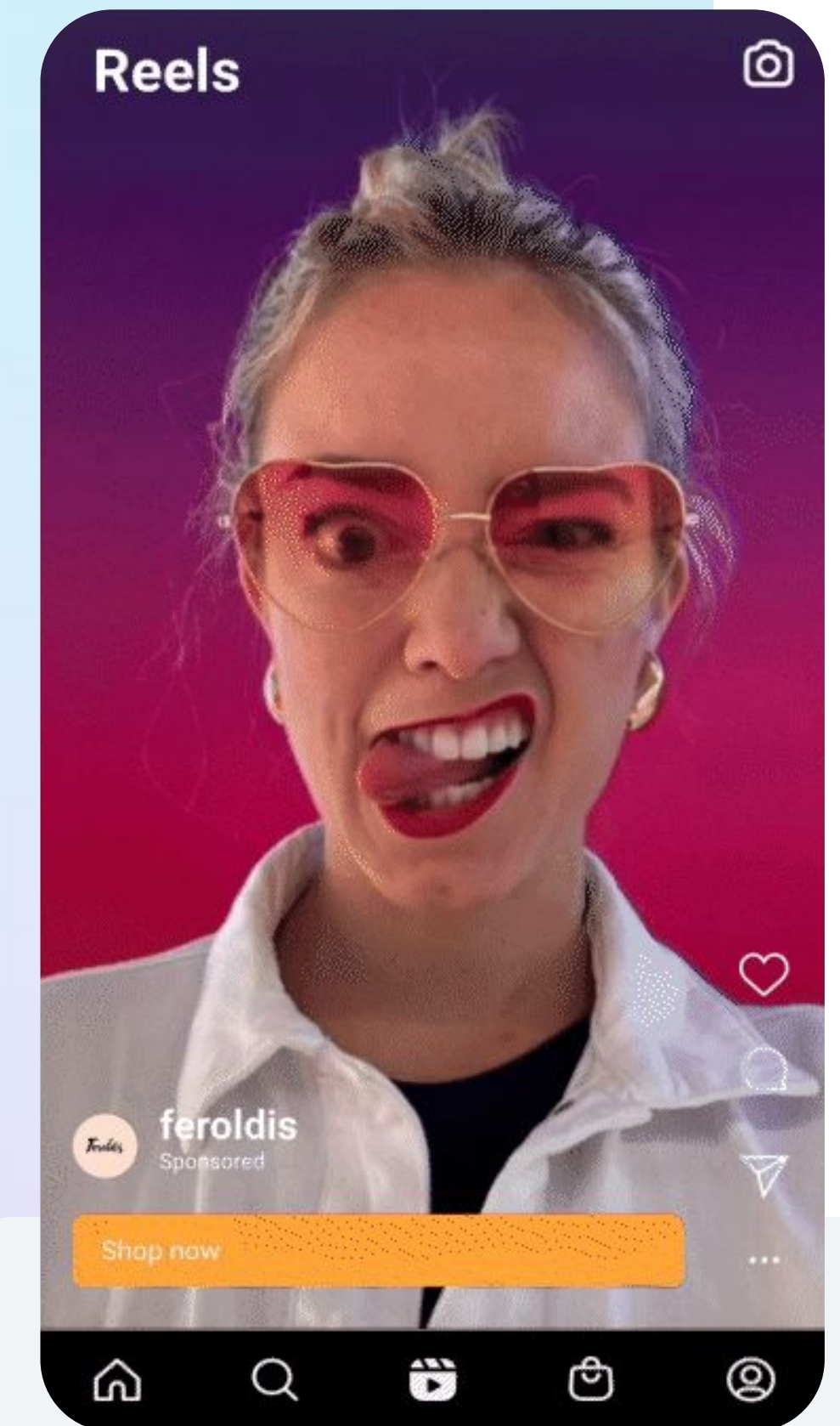
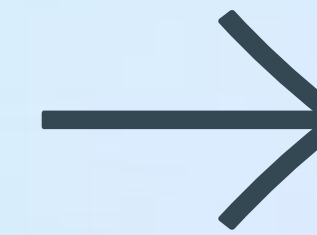
Because of this, creators can help brands tell their stories in fresh ways

Creators can be a connection point between businesses and people - translating product or brand ideas into a language that will resonate with your audience.

Creator Translation



Product Video



Creator Video

Creator marketing used to be about buying reach.

Now it's about tapping creativity to drive commerce.

76%

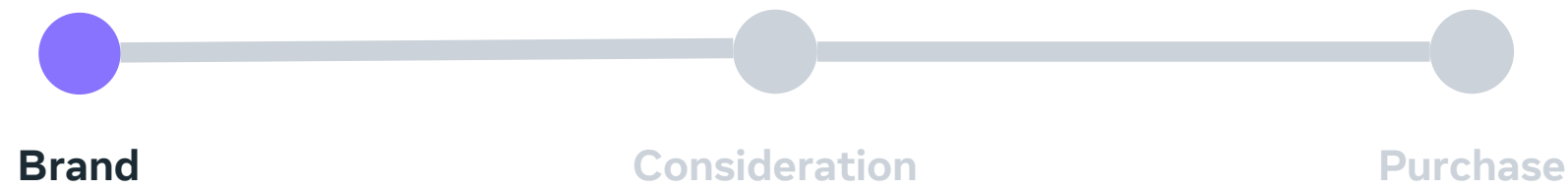
of Gen Z are open to hearing about / from brands via content creators ¹

53%

of people surveyed agree they are more likely to **purchase** an item if it's been promoted by a creator on Reels.²

1. BAMM quant research, Q1 2025, global, n = 1,519. 2. Meta-commissioned research with GWI, 2023. Base: 6,758 heavy short-form video consumers (1,178 in Brazil, 1,110 in Germany, 1,178 in India, 557 in Japan, 515 in South Korea, 1,113 in UK, 1,107 in US) aged 16-64 who are at least weekly Reels users.





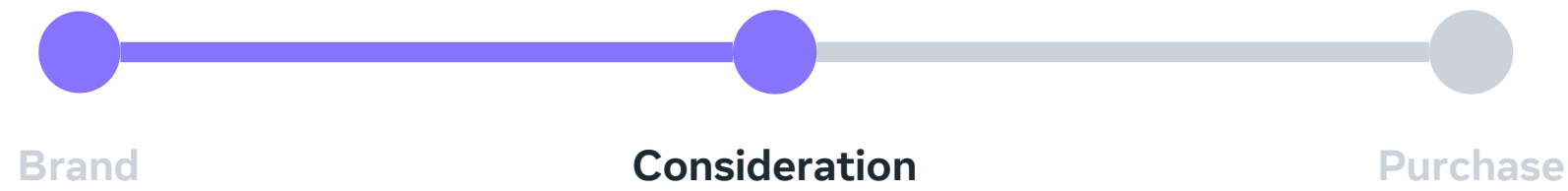
Creators can help to

Reframe your brand for a new generation of customers

Pot Noodle partnered with creators with a flair for situational comedy who used humour to communicate how filling their noodles are.

71% are open to hearing from niche content creators they **don't follow**

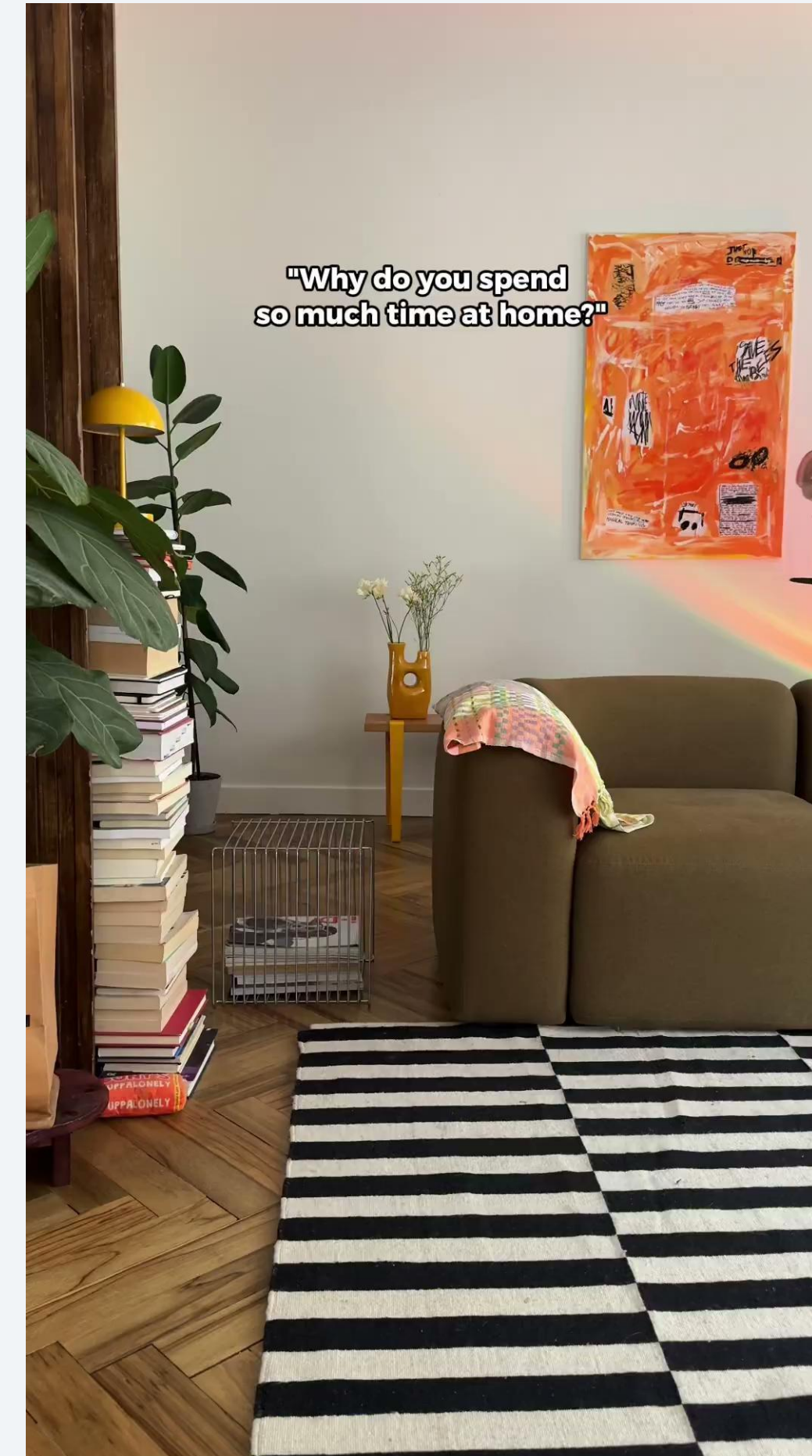


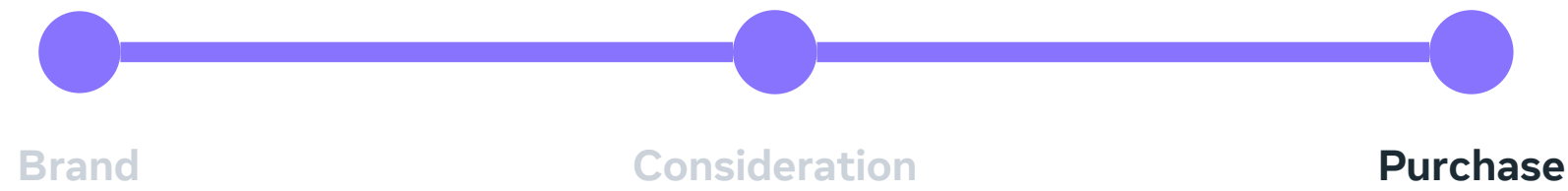


Creators can help to

Dramatize the relevance of your product by making it relatable

French retailer La Redoute partnered with creators who contextualized some of their key products by showing how they made a difference in their lives.

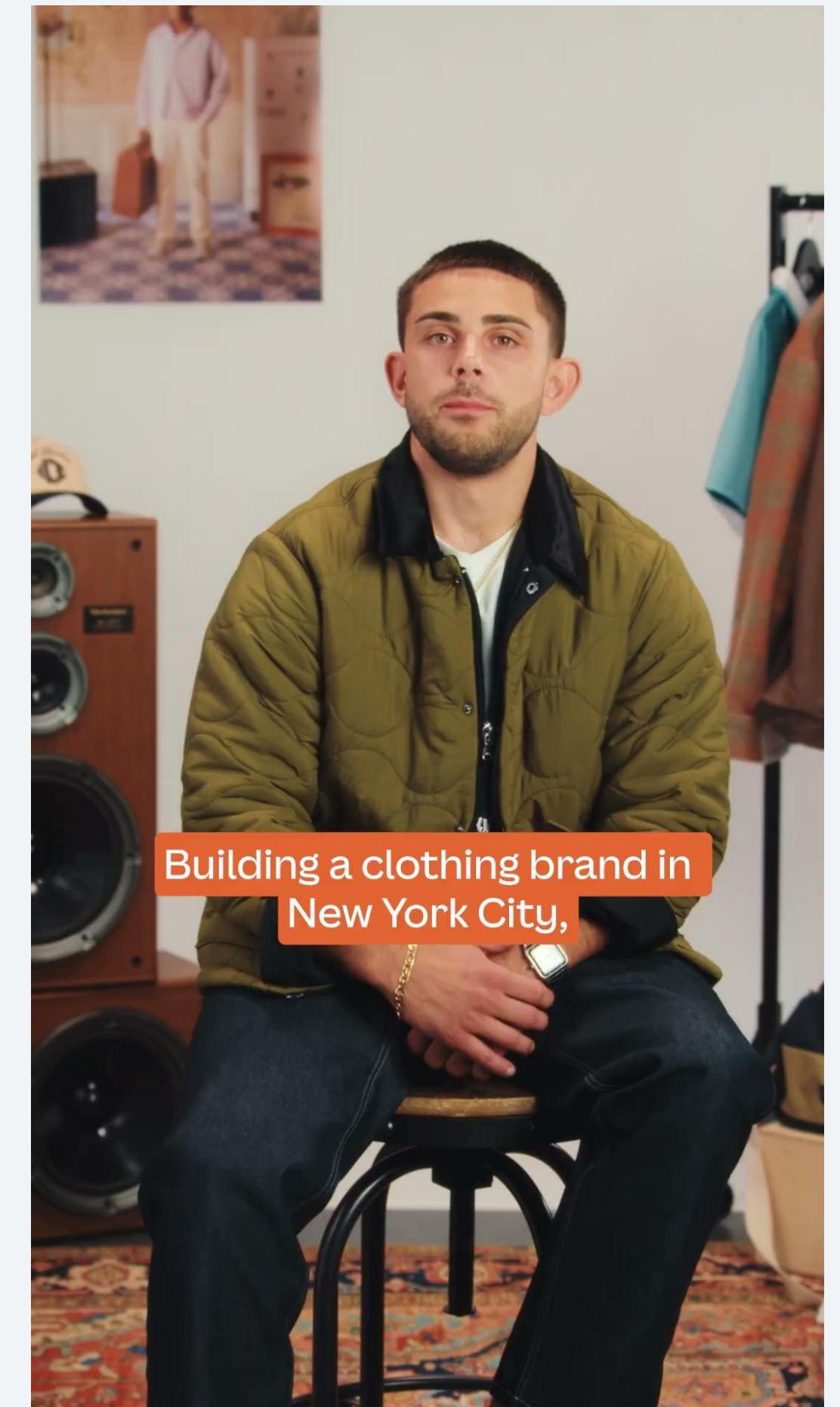
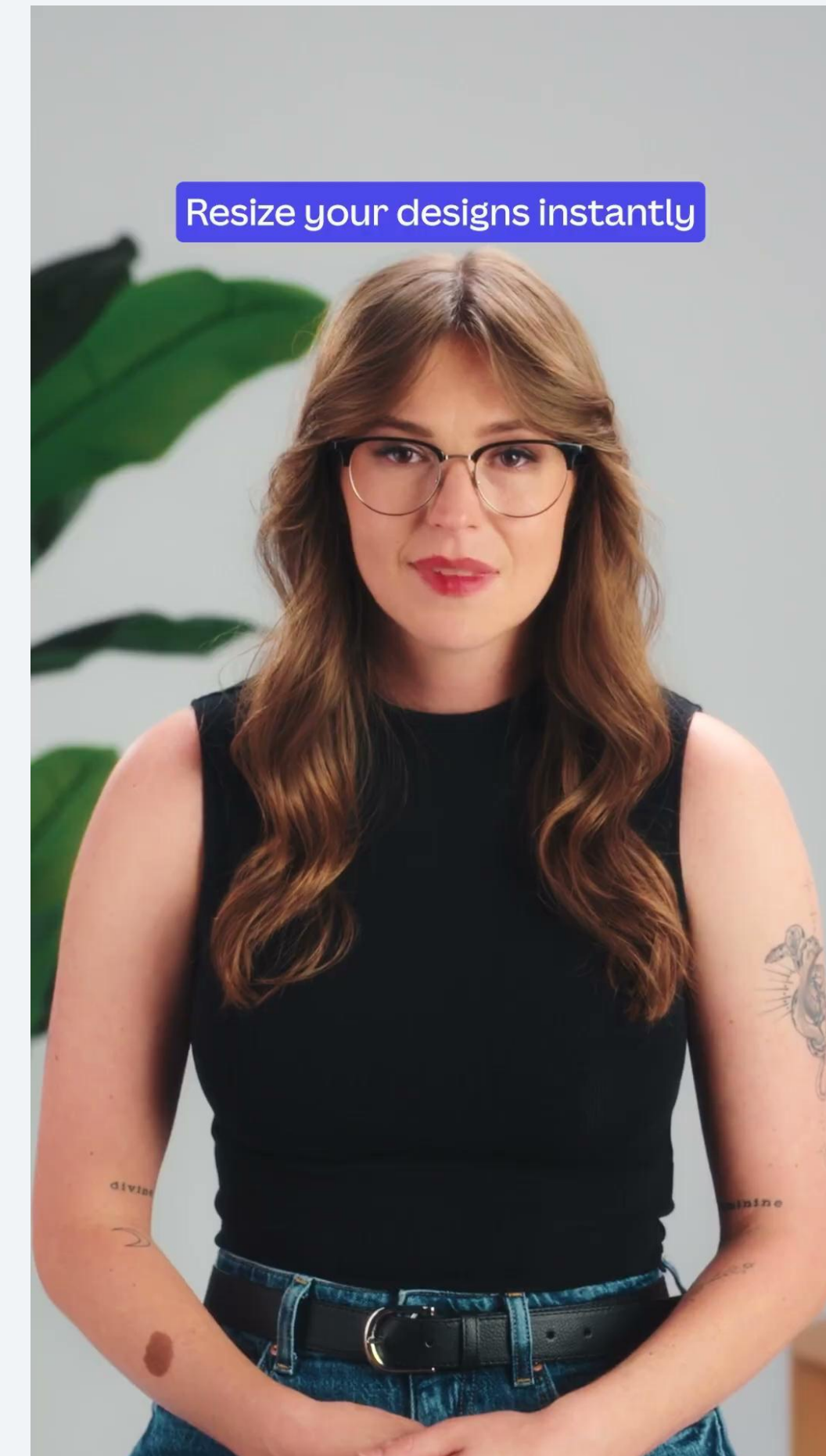




Creators can help to

Drive conversions by explaining your product benefits in a peer-to-peer way

Canva partnered with creators who had built a following around their businesses. They showed other small businesses owners how to use Canva to showcase and sell their products easily and effectively.



Mixing in creators to your business as usual campaigns can help to maximize performance

Creators consistently improve results across performance and brand.



[Learn more about partnership ads](#)

1. Meta analysis of results across 15 advertiser tests: e-commerce enterprise, e-commerce-scaled, disruptors, retail, CPG, scaled-tech, travel and travel verticals from June 2021 to January 2022 across the NA and APAC regions. 2. Meta-analysis of BAU vs BAU + PA (at least 20% of cell spend on PA), 14 GLOBAL brand lift studies between June 01, 2023 to 30 June, 2024. 98% Confidence of BAU + PA outperforming BAU strategy



The first step is thinking strategically about the **type of creator** you choose - and what their role is.

For instance:

- * Drive sign-ups of my subscription service
- * Introduce my new product or service
- * Help my brand find new audiences
- * Help my brand regain relevance



Creators are now a diverse ecosystem of creative people who excel in different skills

Creators who excel in...



Lifestyle influence



Peer to peer perspectives



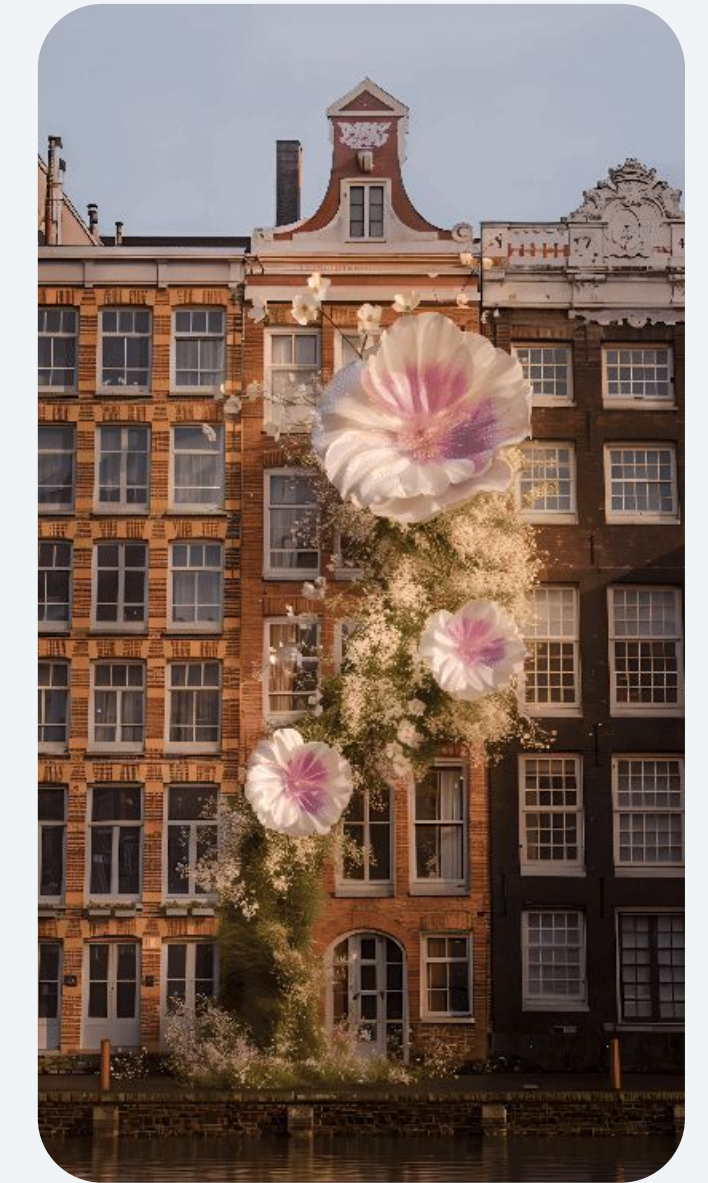
Humour and comedy



Subject matter expertise



Native video editing techniques



CGI or GenAI craft

And they're creating for brands both in front of - and behind - the camera

Personality - First



Creators whose perspective, point of view or personality are the primary reason they have built an audience.

Hybrid



Creators with a skill that they present through the lens of their personality.

Craft / Maker

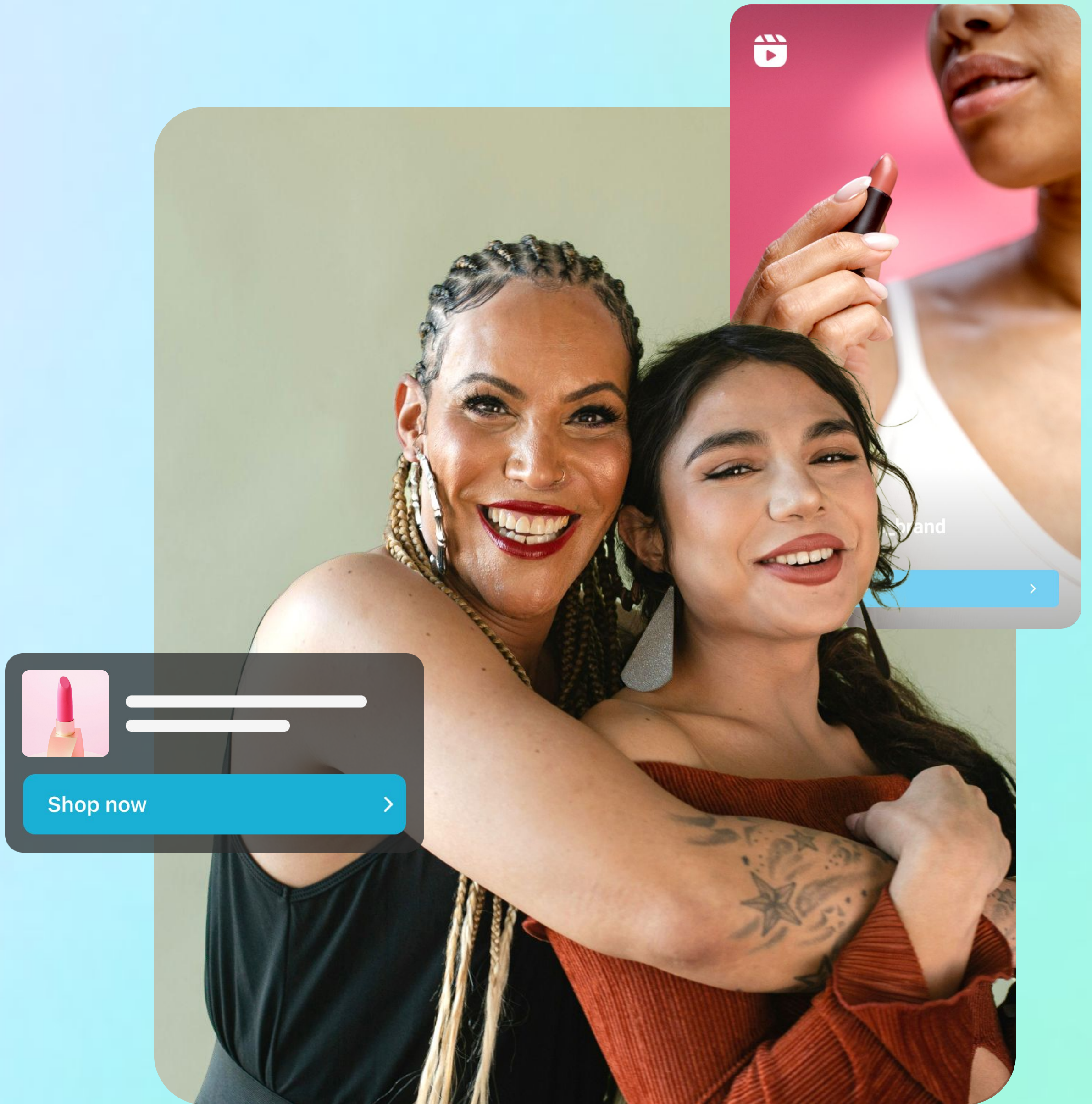


Creators whose creative output is the primary reason why people connect with or use their content. Their technical execution is a key commodity they trade on.

So which type of creator is right for you?

The next slides give you more detail on just a few different creator types.

Remember that one single creator can be more than one of these - for instance, you might be looking for a beauty creator who specializes in comedic peer-to-peer reviews.



Lifestyle
influence

Peer to peer
perspectives

Humour and
comedy

Subject matter
expertise

Native video
editing
techniques

CGI or
GenAI craft

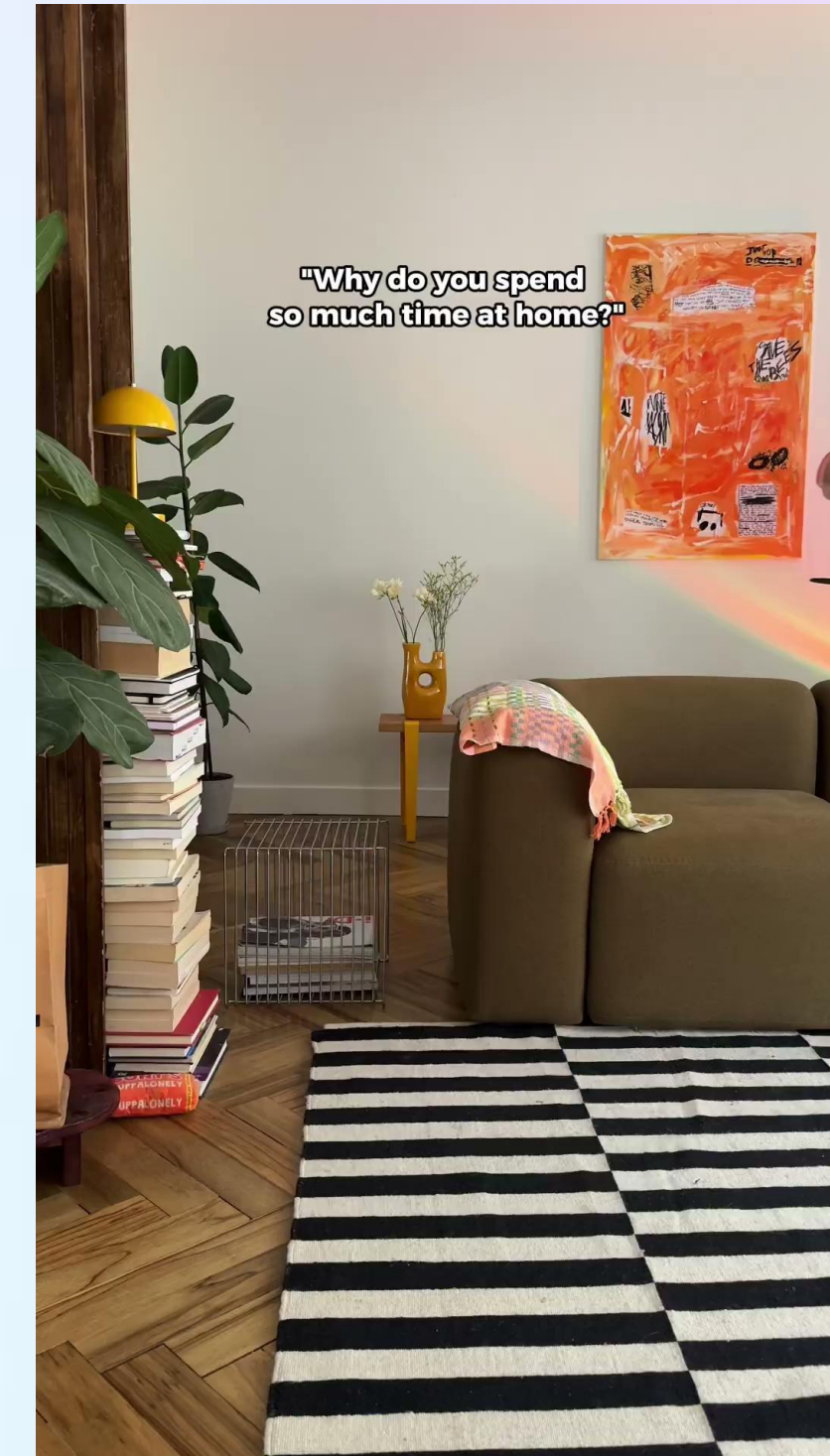
Creators who excel in:

Lifestyle influence

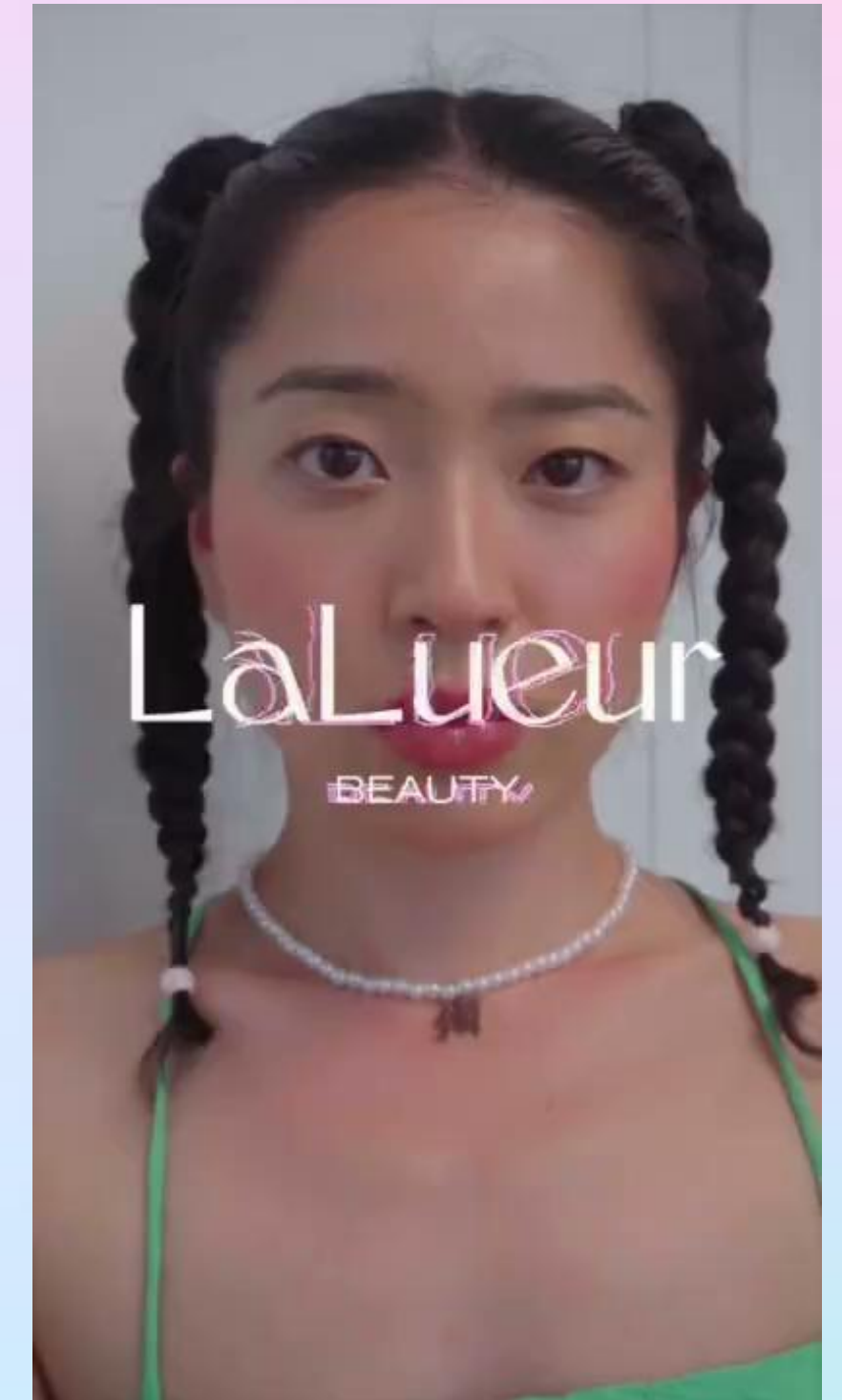
Lifestyle creators can help showcase, explain or evangelize your product by dramatizing how it fits into their lifestyle - whether that's through emotive videography or first person storytelling.



Fashion retailer Rotita partnered with different 'granfluencers' to reach their older target market.



La Redoute partnered with micro creators to show how their products could fit into your home.



LaLueur's video features a creator demonstrating their broad and versatile cosmetics range.

Lifestyle
influence

Peer to peer
perspectives

Humour and
comedy

Subject matter
expertise

Native video
editing
techniques

CGI or
GenAI craft

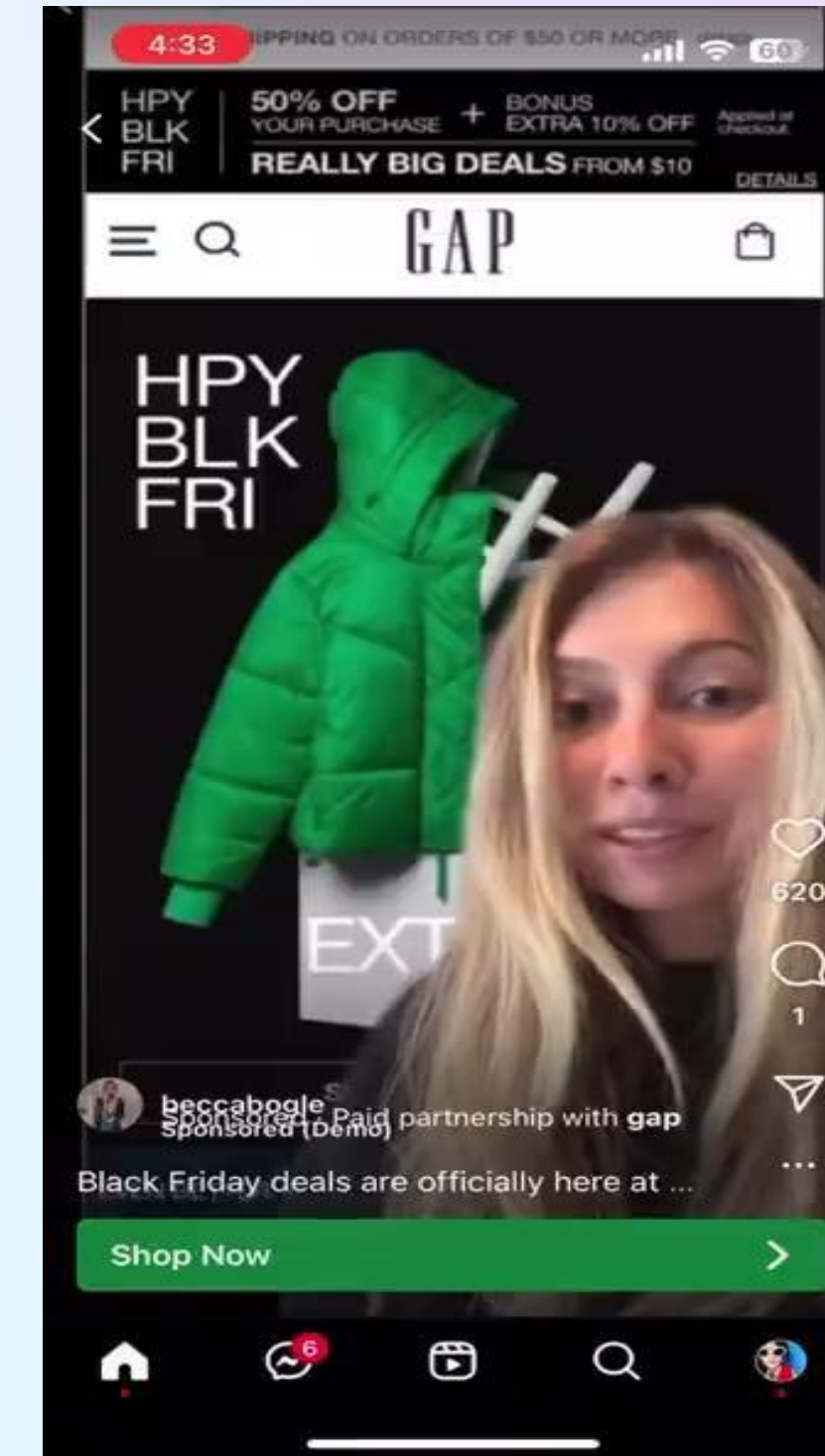
Creators who excel in:

Peer-to-peer perspectives

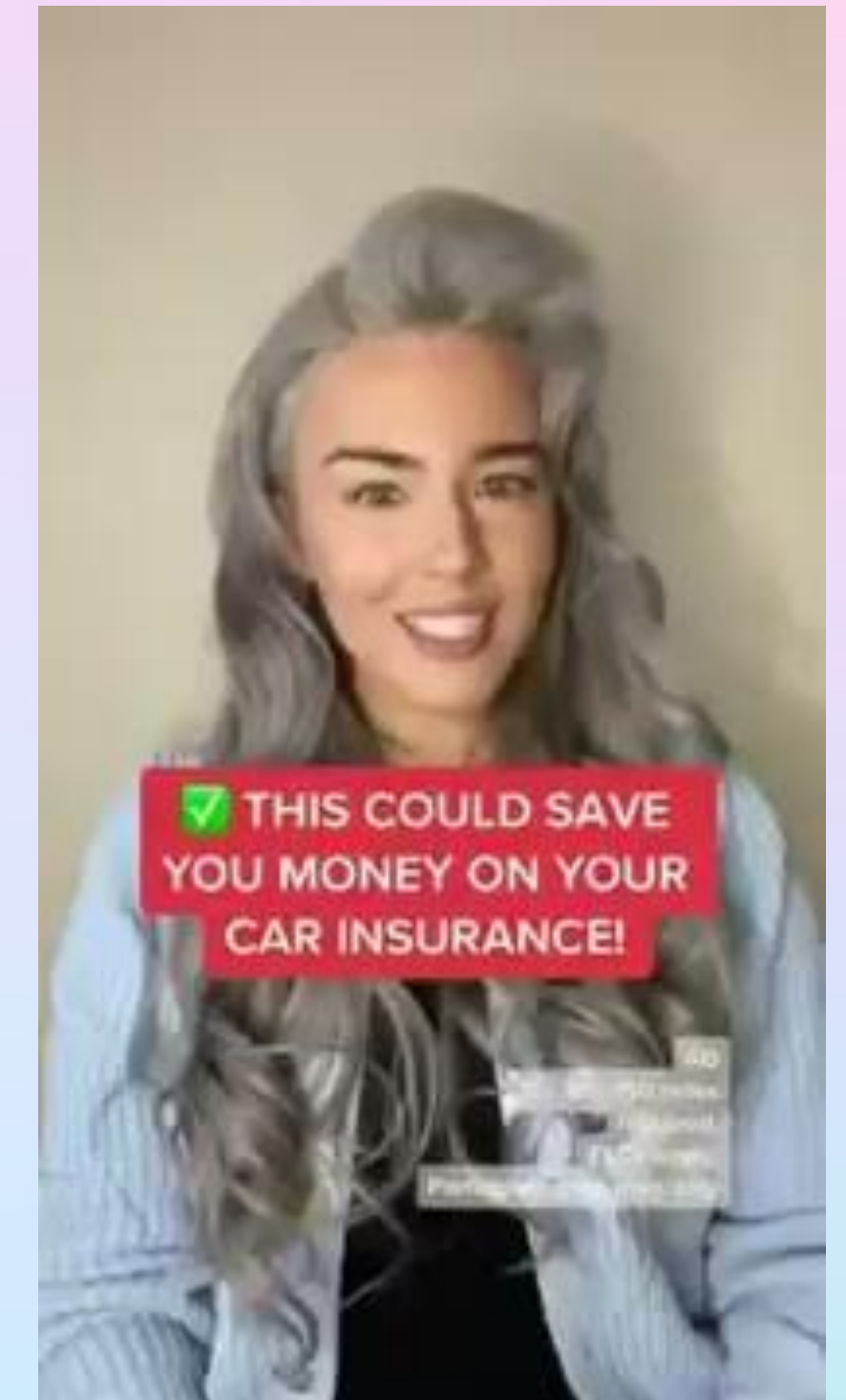
Oftentimes, creators 'influence' their audiences through their authenticity and relatability. When they 'break the fourth wall' and speak to us directly, creator content can sound like a recommendation from a trusted friend.



Ibis budget partnered with a creator whose audience matched their own.



Gap's Black Friday campaign featured micro-creators whose lo-fi, relatable delivery provided 'social proof'.



DriveSure asked creators to tap into their own unique voices to explain the benefits of their app.

Lifestyle
influence

Peer to peer
perspectives

Humour and
comedy

Subject matter
expertise

Native video
editing
techniques

CGI or
GenAI craft

Creators who excel in:

Humour and comedy

Brands can appear more relatable when treated with a lighter touch, whilst even everyday products can become relevant through an entertaining delivery. Humour is a great way to shorten the distance between brands and people, and to find new audiences.

+17%

Ecommerce ads that used humour had a 17% higher CPD than ecomm ads that did not

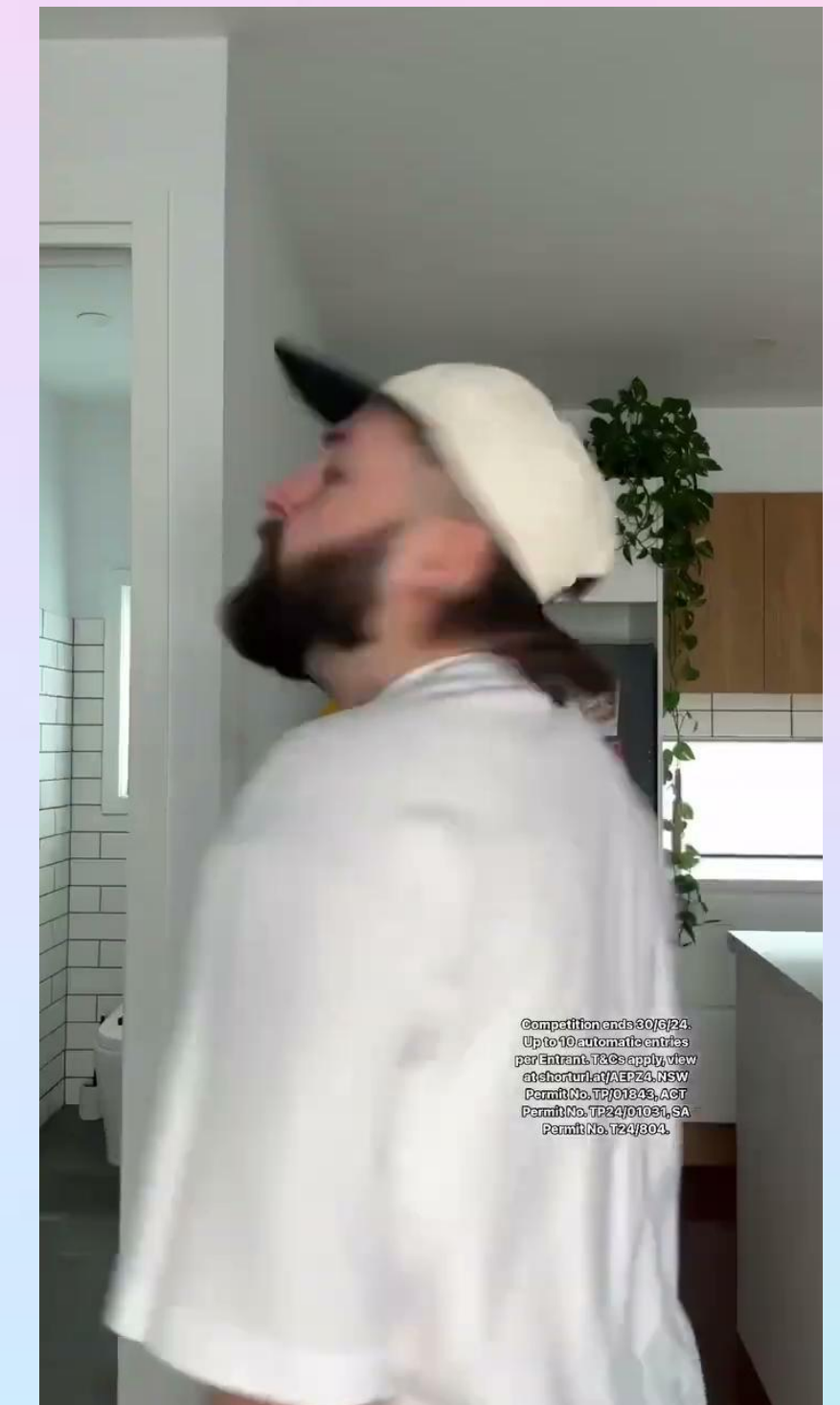
ML (GBDT) analysis of 1M+ 9:16 video ads with audio in direct response ad sets. Ads ran January-February 2024, globally, across verticals. Audio features were clustered from ML audio detection models.



Pot Noodle partnered with creators with a flair for situational comedy to communicate product attributes in a fresh way.



Carlton Dry found creators whose content resonated with their target audience to breathe fresh life into their brand.



Virgin Australia's Velocity loyalty scheme partnered with creators who could explain their promotion in an engaging way.

Lifestyle
influence

Peer to peer
perspectives

Humour and
comedy

Subject matter
expertise

Native video
editing
techniques

CGI or
GenAI craft

Creators who excel in:

Subject matter expertise

Expert creators deliver value to brands via their ability to provide trust, product “proof”, and authoritative recommendations given their deep knowledge, credentials, and understanding of a product category or service offering.

Key reasons for Gen Z to follow a creator:

73%

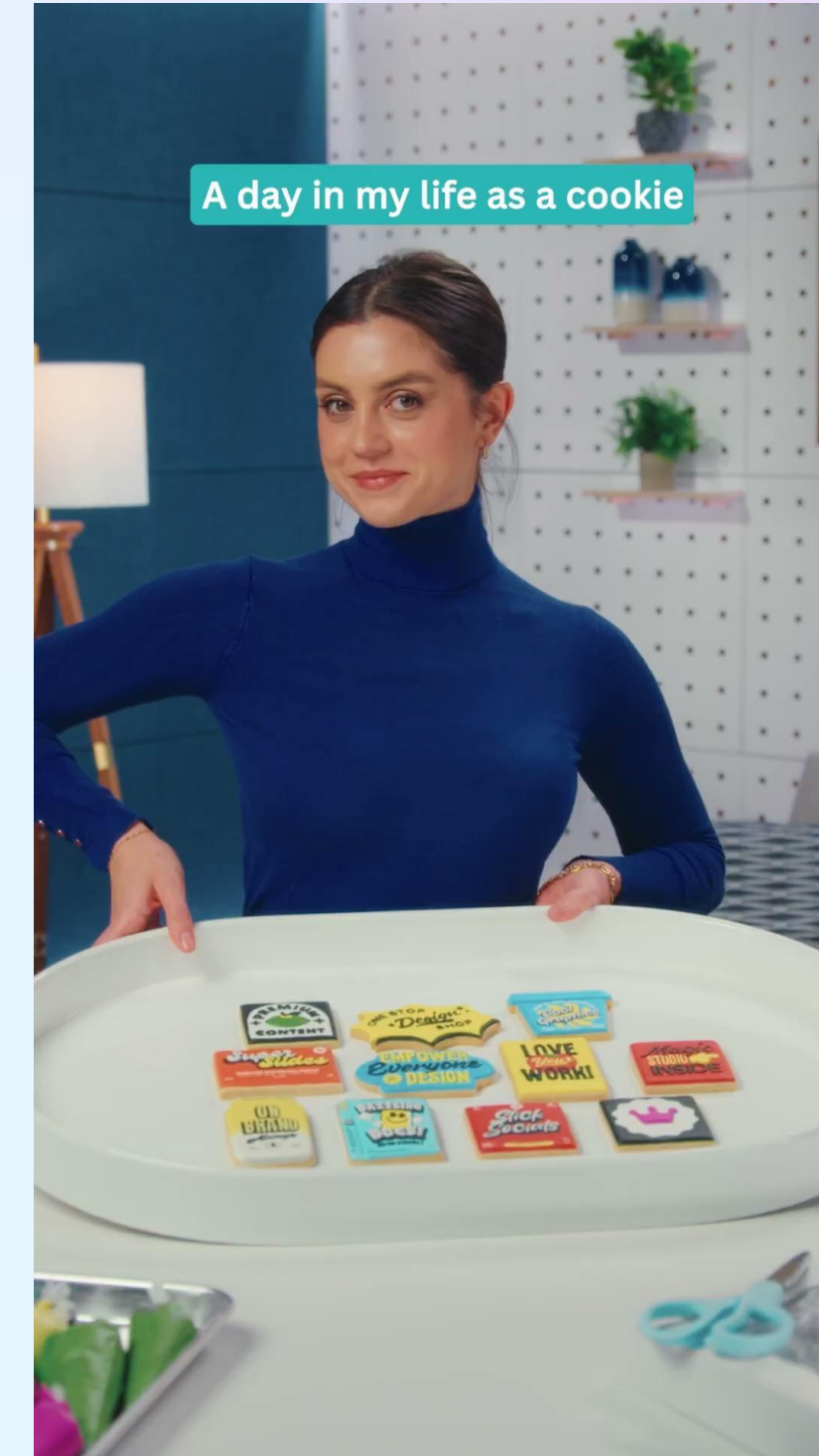
Having a **niche** level of knowledge

75%

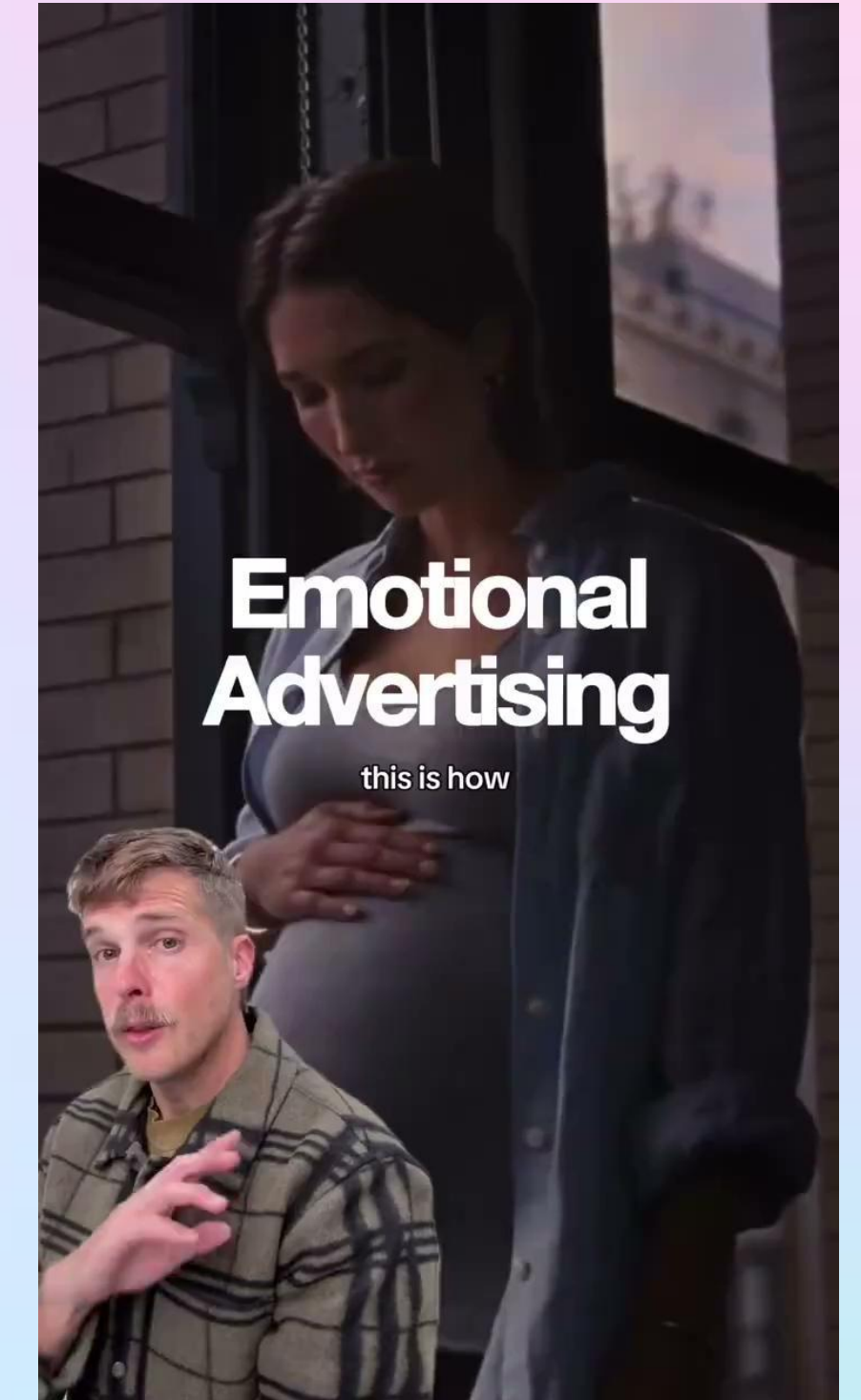
Being an **expert** in an area



Survivor.io partnered with gaming streamers to review their mobile game.



Canva partnered with the small business owners who use their platform to showcase how it helped them grow their business.



Rocket asked creative experts, like this creative director, to review their own Super Bowl ad, breaking down why it worked so well.

Lifestyle
influence

Peer to peer
perspectives

Humour and
comedy

Subject matter
expertise

Native video
editing
techniques

CGI or
GenAI craft

Creators who excel in:

Native editing techniques

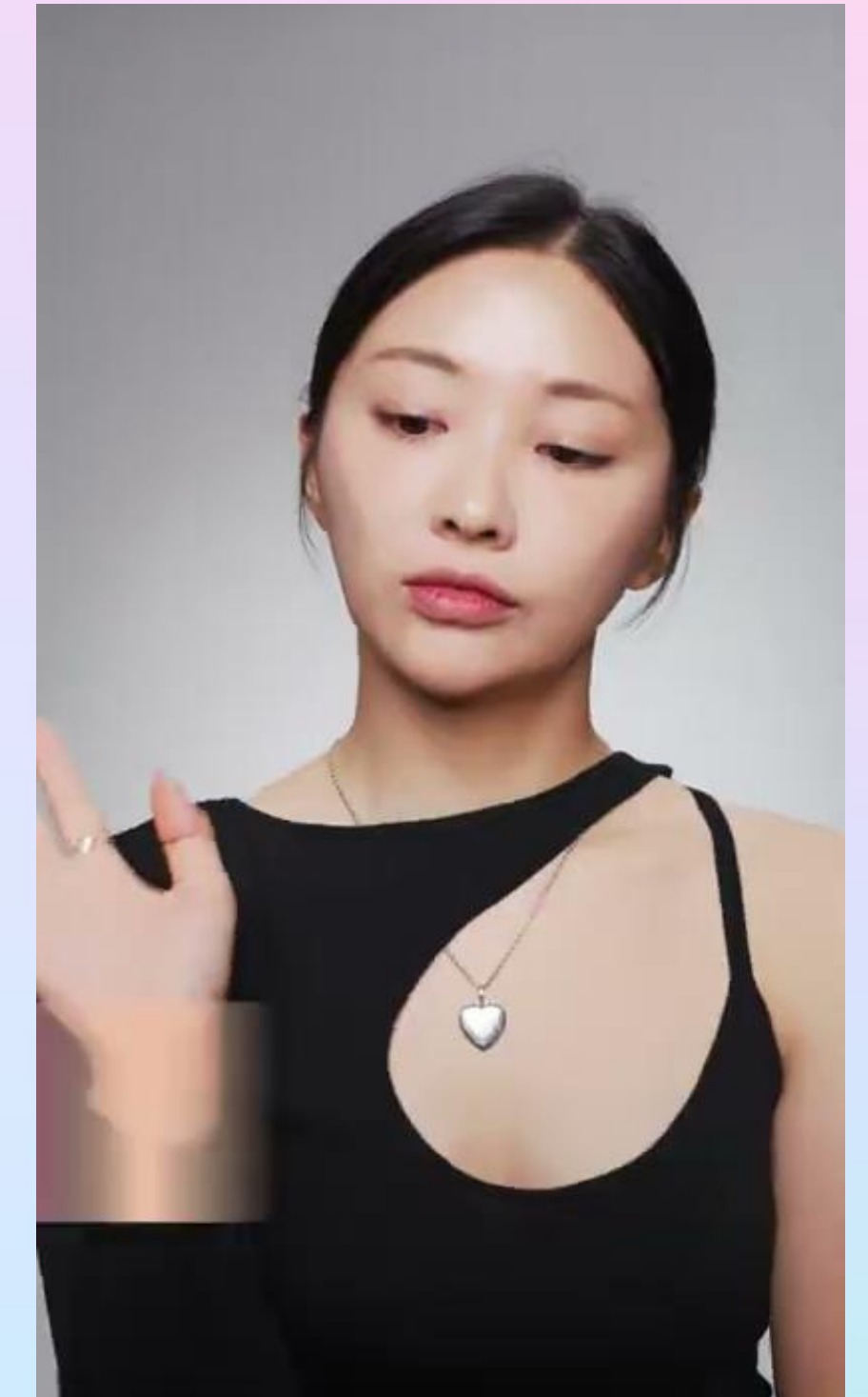
The editing techniques available on mobile - such as quick cuts and transitions - have given Reels a language of its own - pacy, entertaining and magical. Creators are fluent in this language, and can translate any brand or product brief into something that's irresistibly entertaining - and recognizably Reels.



Marc Jacobs partnered with a creator who used a photo dump to showcase their iconic bag in the language of Reels



French retailer La Redoute partnered with a 'craft' creator to dramatize their hero products in action.



LaLueur partnered with a beauty creator with exceptional editing skills to create a 'before & after' reel.

Lifestyle
influence

Peer to peer
perspectives

Humour and
comedy

Subject matter
expertise

Native video
editing
techniques

CGI or
GenAI craft

Creators who bring:

CGI or Gen AI craft

Not all creators are front of camera - many 'craft' (or 'maker') creators have built a following based on their craftsmanship, technical skill and ability to create visually arresting video - whether that's through the use of CGI or now GenAI techniques.

94%

Of Gen Z like/ find content creators worthy of following if they use advanced, clever or creative technical skills



H&M partnered with a creator who fused reality with CGI surrealism to showcase their summer collection.



Perrier Jouet worked with a GenAI creator to bring to life their campaign idea of 'be more flowers'



KitKat partnered with a creator known for their editing and CGI skills to breathe new life into an existing campaign idea.



Making it happen

A step-by-step handbook for finding and briefing your creator.

1

Business objectives



What am I trying to achieve?

2

Creator selection



What kind of creator(s) can help?

3

Creator briefing



Getting the best from your creator

4

Editing and diversification



Making the most from your creator assets

STEPS

1

+

2

Business objectives & creator selection

It's difficult to choose the right creator if you're not clear what you want your creator to do for your business.



Pro Tip

Big isn't always better. Think beyond follower counts to consider creative quality and audience affinity.



STEPS

1

+

2

Creator matchmaking works best when grounded in business objectives

Business objective

What is the business challenge you're trying to solve?
This could be framed as an objective or as a problem to be solved.

Creator role

What is the role of your creator in addressing your business objective or resolving your business problem?

Creator selection brief

What type of creator could help me meet this objective? What skills, character or subject matter expertise do I need?

For example

I want to drive signups of my service, but it's a complex subject

I need someone to help break it down in a relatable way

A personality-first creator with credibility in my category

My brand is established, but is no longer considered aspirational or relevant by younger consumers

I need someone who can rejuvenate my brand remind people why it's worth considering

A craft creator with beautiful videography or CGI skills

I want to reach a specific audience who might not usually consider my product

I need someone to speak to a new audience in a language they'll understand

A personality-first creator known for their comedic takes on everyday situations

Creator matchmaking: which approach is right for you?

There isn't just *one* way to choose the 'right' creator.

You can work with a creator with experience in your category, but creators *outside* of your category can also bring a fresh perspective (as well as a new audience.)

Mixing different types of creators together can also increase the level of creative diversification in your campaign.

Approach 01

Direct fit

For instance



A beauty creator promoting a skincare product.



A gaming personality promoting a new game.

Approach 02

Adjacent fit

For instance



A creator with interior design know-how promoting a photo-printing service.



A travel creator promoting travel-sized beauty products.

Approach 03

Creative fit

For instance



A creator with CGI skills creating content for a fragrance brand to visually evoke a scent.



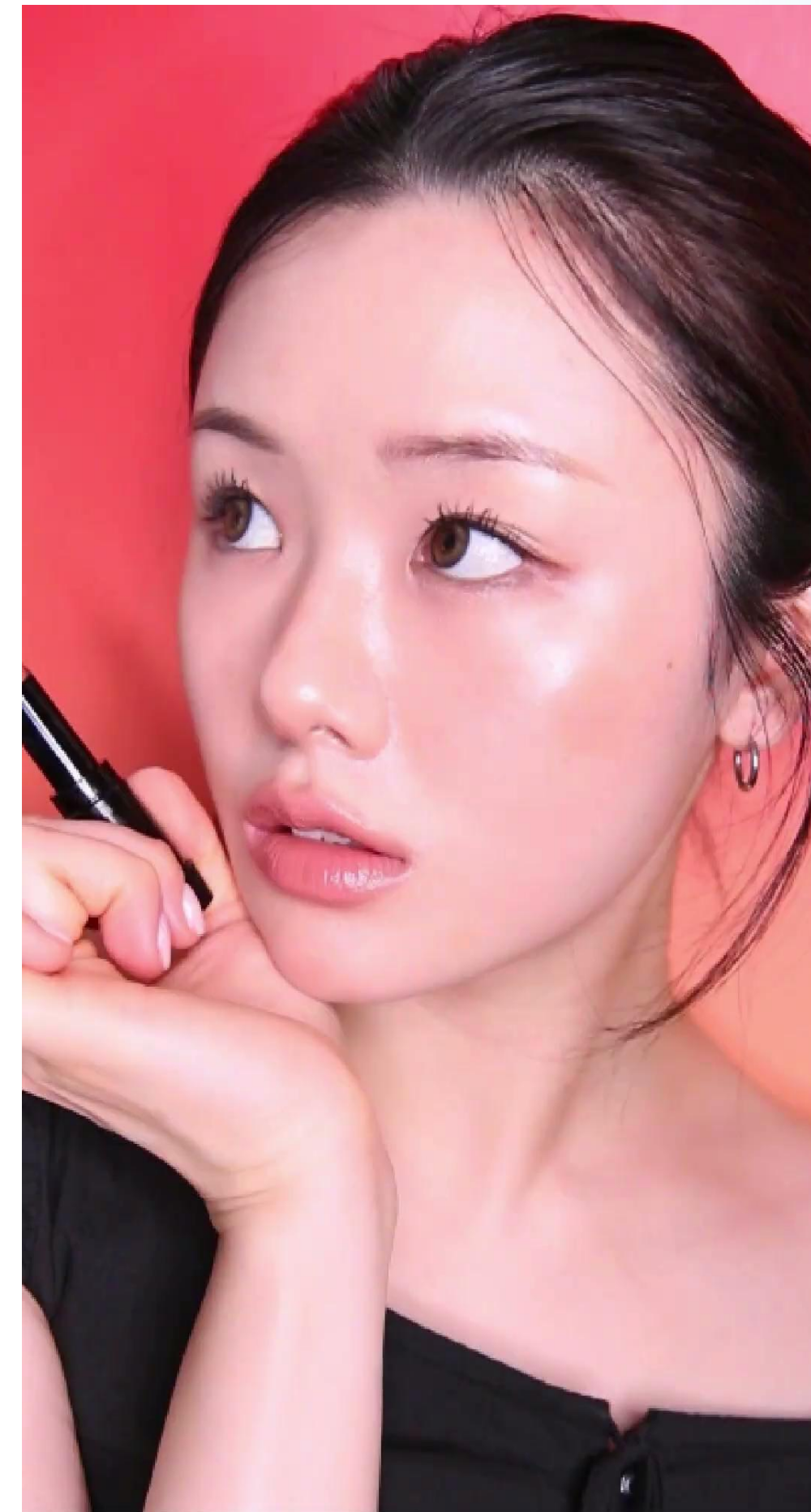
A creator skilled in stop-motion expressing a fashion brand's new collection in a uniquely lo-fi way.

Direct fit

In some categories with product depth or complexity, (such as beauty), or that require skill to showcase (such as gaming) choosing a creator with the credibility that comes from their subject matter expertise might be what you need.

Great for

- ✓ Presenting your product or service in a voice that's relatable to your audience
- ✓ Going deep on a particular topic to build loyalty



Korean beauty brand Hera partnered with micro creators with a passion for beauty to showcase their new lipstick.



Australian retailer Coles worked with a food creator to incorporate their products into her recipes.

Adjacent fit

Working with creators in adjacent categories can help you expand your audience reach - and give you fresh ways to tell a familiar story.

Great for

- ✓ Reaching new audiences
- ✓ Showing the benefits of your product in real life situations
- ✓ Bringing levity or fresh perspectives to your product (especially if it's well known).



Renault partnered with musician to develop a sound specifically for the new launch of the Renault 5



Hera partnered with a foodie creator to showcase that - no matter how many dishes she ate or drinks she enjoyed - her Hera lipstick stayed colorful and glossy.

Adjacent fit: adjacent category map

Not sure where to start?
Use this handy adjacent
category map to identify
adjacent categories to
your own.

If you're in this category...	Then try creators who are known for their content in ...				
Auto	Financial services	Technology	Fashion	Health & fitness	Travel
Fashion / Retail	Travel	Beauty	Health & fitness	Music & Audio	Parenting
Financial Services	Parenting	B2B / small businesses	Cars / Auto	Pets & animals	Science & tech
Travel	Health & fitness	Travel	Pets & animals	Financial services	Food & Drink
Beauty	Fashion	Health & Fitness	Travel	Cars / Auto	Food & Drink

Adjacent fit: get a little help from AI

Want something that feels more unique to your brand, or to who you're trying to reach? Try taking some inspiration from a simple prompt using your preferred AI agent.

Prompt 1

“ Before we begin, let me share key information about my brand for you to consider as we collaborate today.

My brand is [insert brand name], is a [insert type of industry/category] selling [insert products] targeting [insert main target audience].

Our mission / core values / USPs are to [insert mission].

Our brand tone is [insert brand tone]. ”

Prompt 2

“ Act as a social strategist and help me identify some unexpected adjacent industries and categories for my brand. The goal is to partner with different creators and influencers in these categories to help expand to new audiences that would have an interest in my brand / product.

Tell me why you selected each category and how you think it could be a good fit for my brand. ”

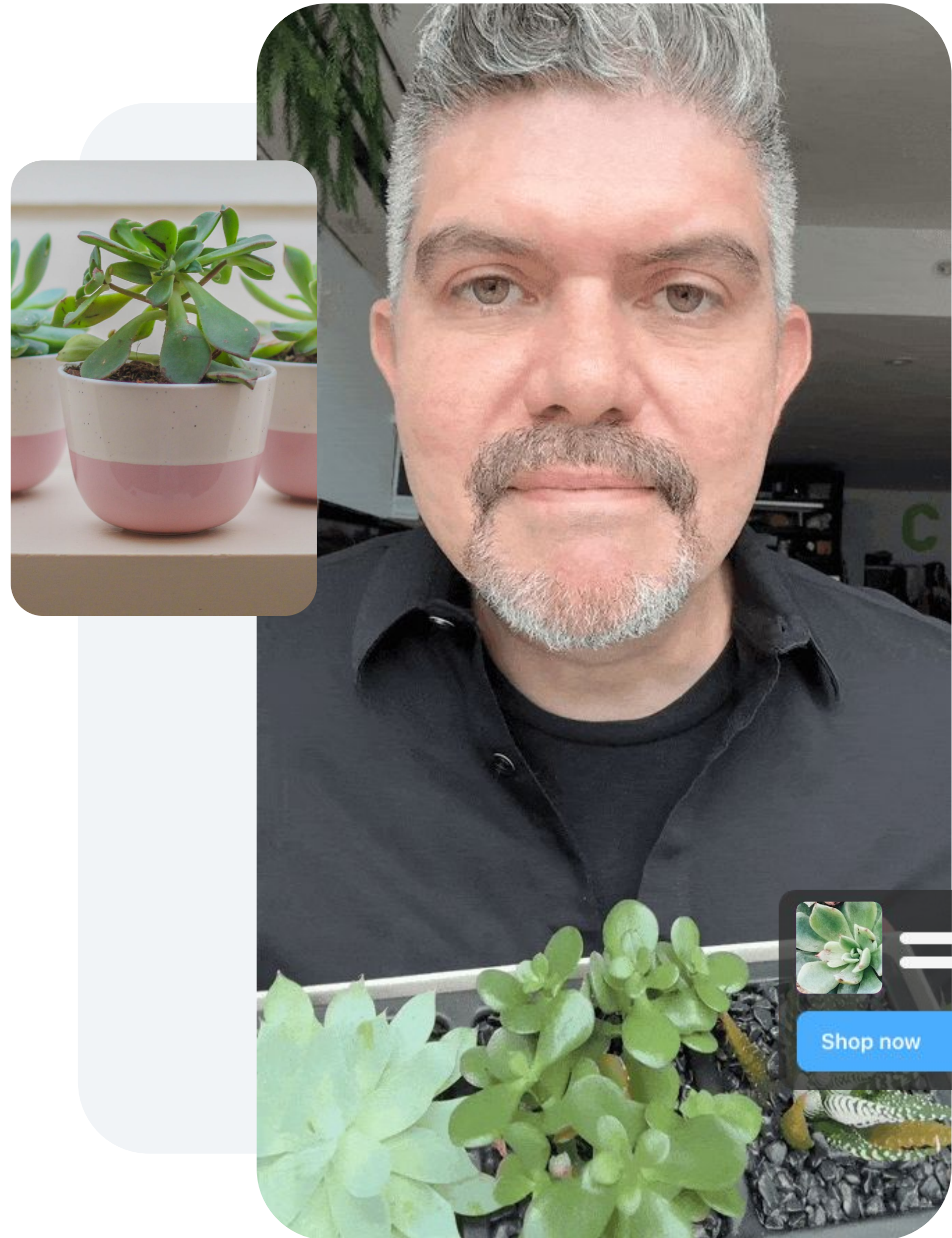
Here's how that works in practice

Let's take fictional brand Lucky shrub as an example. Here's the prompt we used to generate some new ideas for adjacent creators, and on the next slide, you'll see what it suggested for us.

Our Prompt

“ My brand Lucky Shrub is a direct to consumer business selling house plants, vases and indoor garden accessories to busy urbanites.

Our mission is to make everyone's lives a little happier by making them a little greener, because we believe that connecting with nature - even in small ways - helps us stay grounded. Our brand tone is down to earth and optimistic. ”



Let's see how that went for Lucky Shrub

These are just a few of the start points that resulted from that prompt.

A great place to start when thinking about new creators to partner with!

Our new AI assisted start points

Wellness and Self-Care:

Partnering with wellness influencers who focus on mindfulness, meditation, or yoga could help reach new audiences interested in holistic self-care. Plants are already known to have a calming effect, so this partnership would feel organic.

Creative Hobbies and Crafts:

Partnering with artists, crafters, or DIY enthusiasts could showcase Lucky Shrub's products as a creative outlet. This category would appeal to people who enjoy making things and appreciate the aesthetic value of plants in their space.

Beauty and skincare:

Some beauty influencers focus on natural skincare and wellness. They could explore the benefits of plants in skincare routines or highlight plants that purify the air, aligning with Lucky Shrub's mission.



Pro Tip

Iteration is part of the process! We asked this AI agent to think even more laterally to consider creators in beauty and skincare.



Find category adjacent creators on Instagram's creator marketplace

You can search creators by category on Instagram's Creator Marketplace. Tap the 'interests' drop down under 'Creator' in the search tab.

[Learn more](#)

Creator marketplace

Find creators to partner with and promote your business.

Creators

Search

Recommendations

Lists

Interested creators

Previous partnerships

Follows

Tags

Campaigns

Use keywords and filters to find creators

Search

Suggestions

skin care experts

makeup artists

natural beauty bloggers

cruelty free lifestyle advocates

beauty expert

Country

Followers

Interests

Age

Gender

More filters

Reset filters

Approximately 675.9K creators with filters applied

Sort by: Relevance

kai_blue

Partnership ads

150K

2.3%

3.5%

Total followers

Hook rate

Interaction rate

608K

2.5M

14.2K

kai_blue

Responsive

70K

4.7%

6.5%

Total followers

Hook rate

Interaction rate

608K

2.5M

14.2K

kai_blue

Engaging content

59K

44.5%

7.5%

Total followers

Hook rate

Interaction rate

608K

2.5M

14.2K

kai_blue

Responsive

1M

3.6%

2.5%

Total followers

Hook rate

Interaction rate

kai_blue

Strong hooks

93K

6.5%

3.7%

Total followers

Hook rate

Interaction rate

kai_blue

Branded content

760K

44.5%

5.5%

Total followers

Hook rate

Interaction rate

NEW: Keyword search

Narrow the pool based on type of creators, interests, style and find a great match

Creative fit

‘Craft (or ‘maker’) creators often have a specific skill or creative medium they’re known for - such as illustration, videography, or CGI.

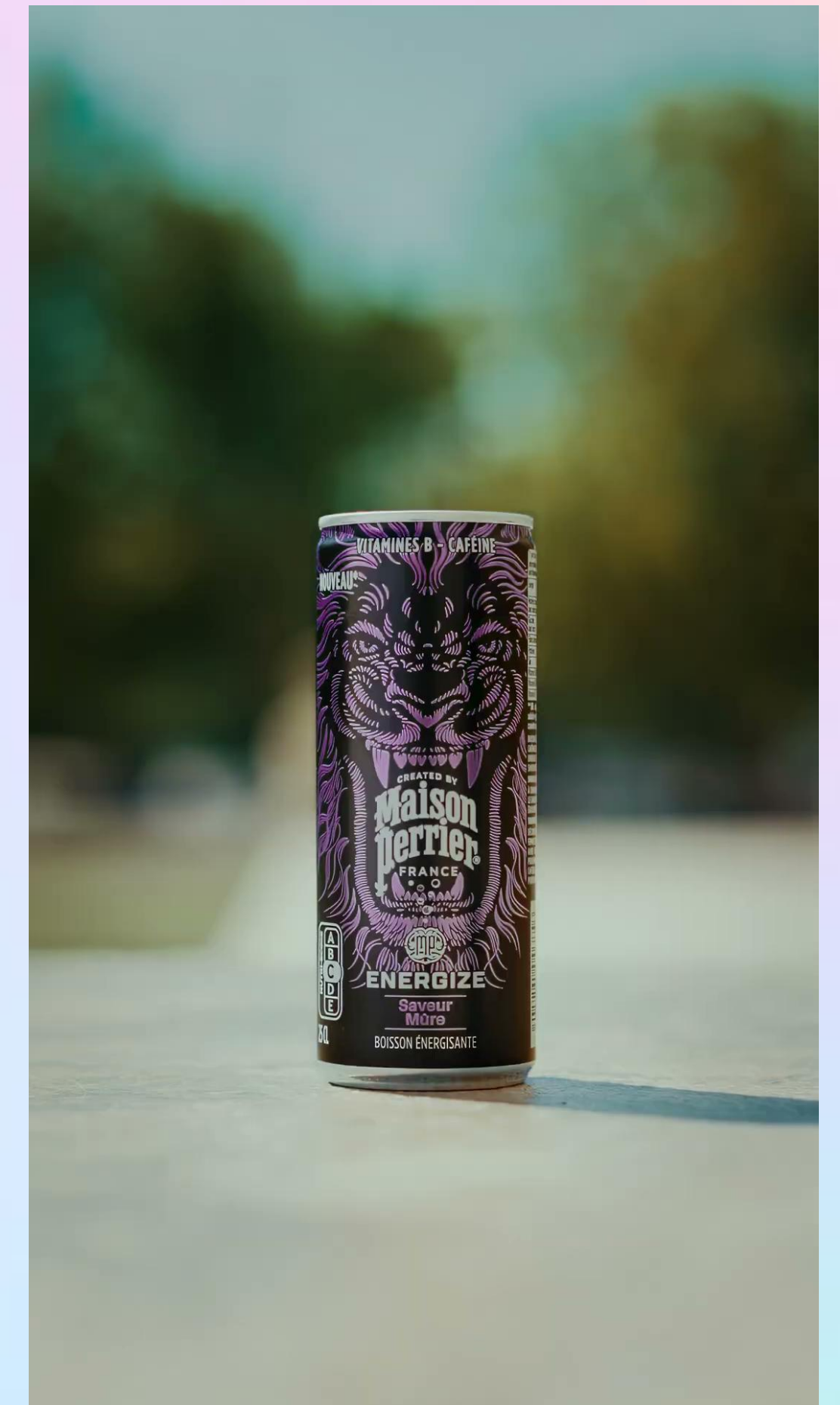
If you can find a way their craft ties into your brand or product story, your creator will be able to add a different dimension to your message.

Great for

- ✓ Building aspiration or brand awareness by celebrating your product or brand equities
- ✓ Bringing a product story to life through visual fascination



Renault partnered with an artist who explores the intersection of art, nature and industrial industry to create a bespoke artistic interpretation of their new model.



Maison Perrier selected a creator whose craft is dance to reflect the product idea of energy.

Evaluating your shortlist

Let's imagine you have a shortlist of creators you're considering. Here are a few final actions you can take to ensure you're working with the right partners.



Get familiar with their content. Does it keep your captivated until the end through pace, relatability, storytelling or visual fascination?



Take a look at how widely their content travels beyond their follower base. That will give you a signal that they're making content that people want to see.

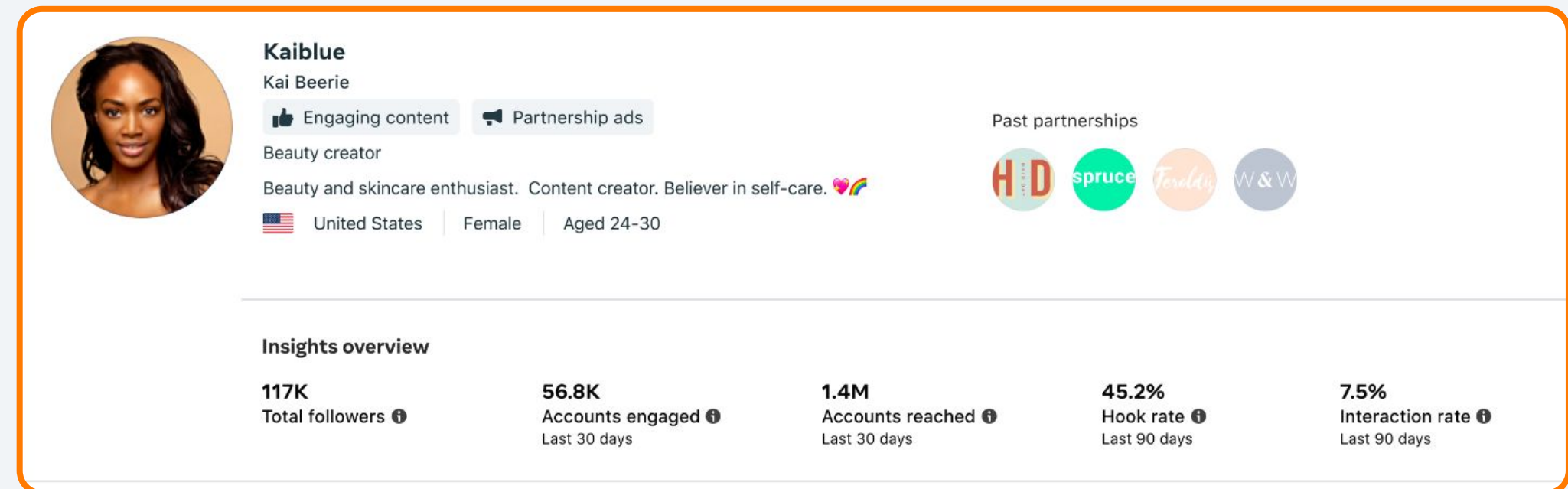


Take a look at their share to view ratio. Shares are good indicator of quality content that's resonating with a wider community.

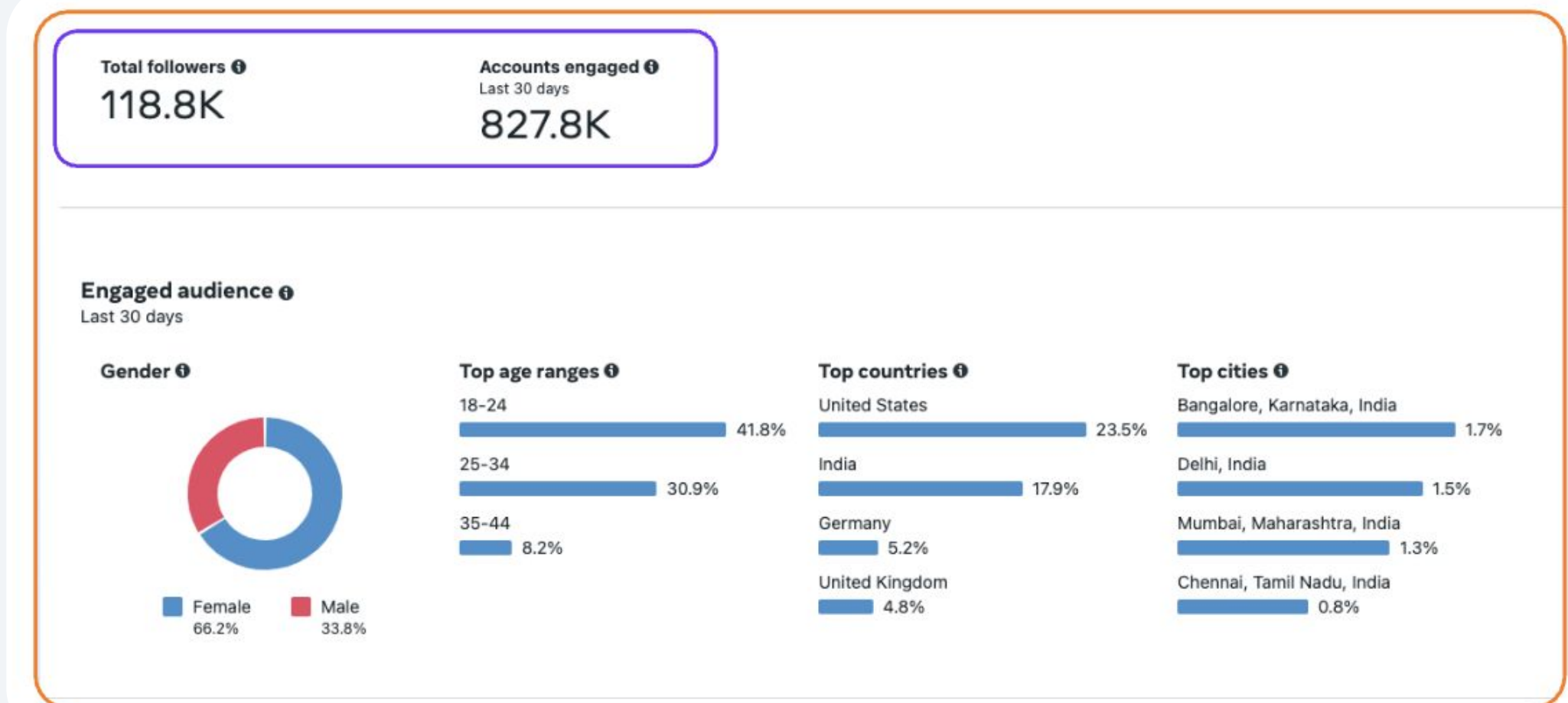
Assessing your shortlist: insights from Instagram's Creator Marketplace

Creator Marketplace offers first-party insights to help you evaluate the quality of your creator's content.

[Learn more](#)



See which brands the creator has previously partnered with and key insights, like hook rate and interaction rate.



Get a sense of how much reach a creator's work has beyond their followers by comparing their 'accounts engaged' with their 'total followers' and review insights into engaged audience demographics

STEPS

1

+

2

APPROACH 03

One creator, or many?

Unless you're partnering with a single macro-creator, then working with multiple creators is always the best approach, because it creates more diverse campaigns.

Craft
creators

and

Personality-
first creators

Macro
creators

and

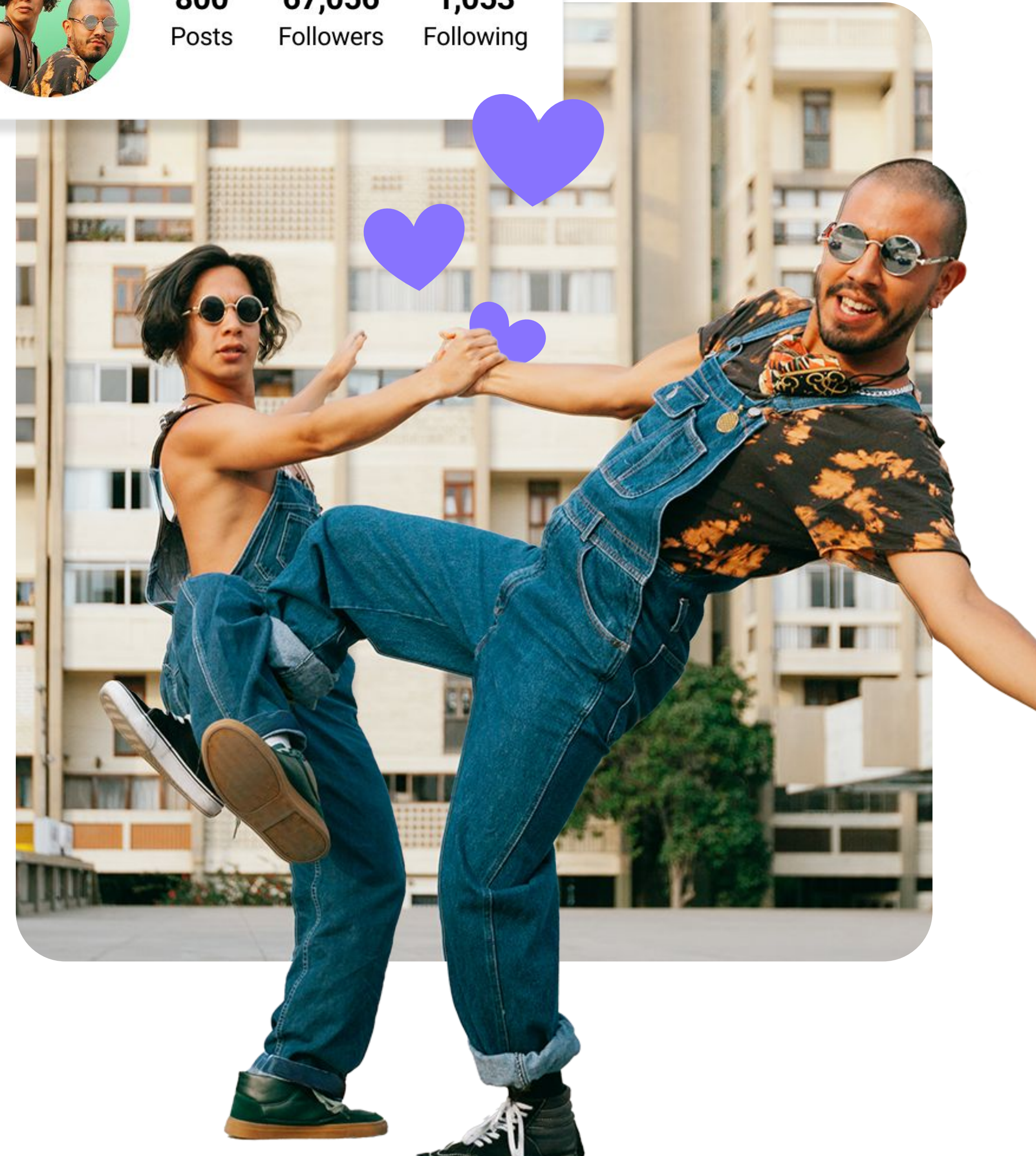
Micro
creators



800
Posts

67,056
Followers

1,053
Following



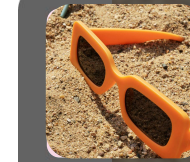
STEP

3

Creator briefing approaches & materials

Every creator is different, but we've seen these three guiding principles yield the best results with creators.

- 1 Start with an idea
- 2 Include a 'why you'
- 3 Keep it clear and simple



Shop now



Briefing creators

Creators do their best work when you let them create. So pass the mic and give them ideas to interpret, not inventories to execute.

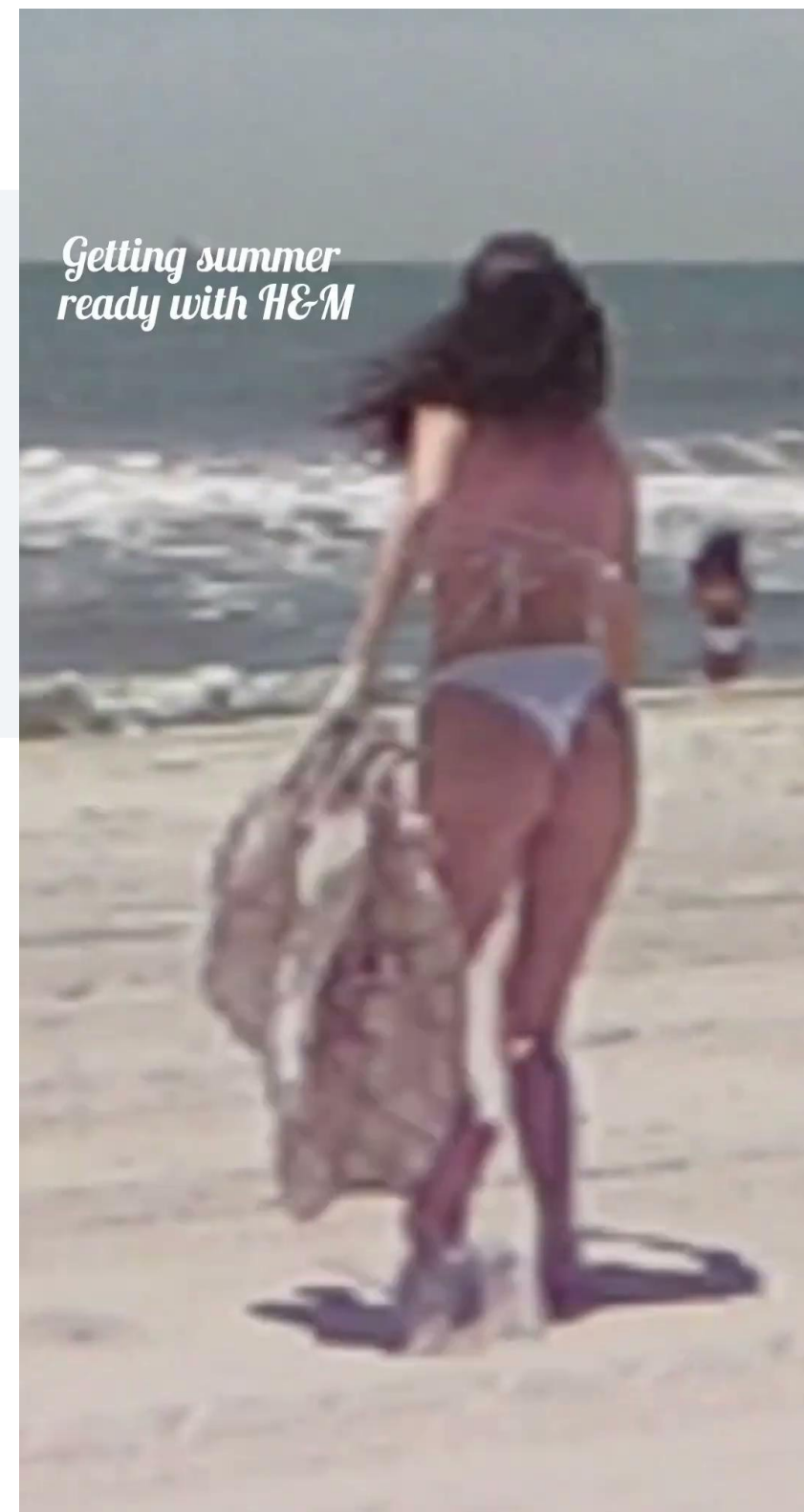


Give your creators the space to translate your idea into the language of reels

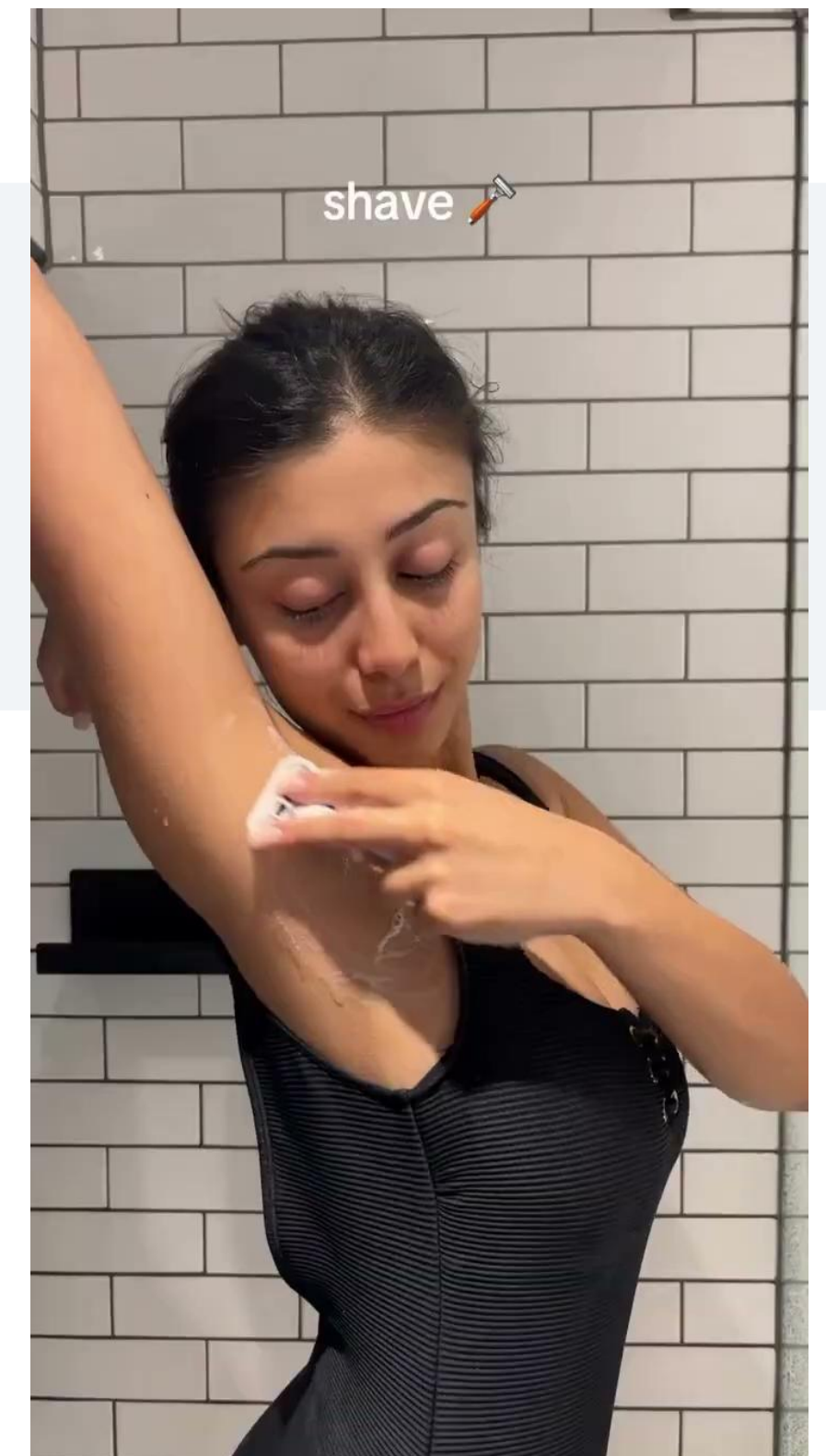
Idea:
'Urban & authentic'



Idea:
'Find your beach'



Idea:
'Shave, Dove, Repeat'



STEP

3

An idea will give your creator a ‘frame’ to work within – and lead to more captivating, original content

DON'T give creators a script or just a list



Deliverables: 1 Reel, 1 story, 1 post

Product: This shampoo

Product features to highlight: Ingredients, science, packaging, before and after.

Dos and Don'ts: Show shampoo to camera, say why you love it, don't show it in the shower.

Handles to tag: @

Due Date: In 2 weeks.

DO give them an idea to interpret



Our brand believes hair is a tool for creativity.

Idea: Hair like mine! Show us who you are by visualizing how creative you can get with your hairstyle.

Examples of your work we'd like for you to follow [here and here](#).

Logistical details: Deliverables, product features, dos and don'ts, handles @ and due dates.



Pro Tip

Creators often feel more engaged in the brief if they're asked to bring their own creativity to the partnership. Having an idea to interpret is often more inspiring for a creator.

Click here to download the creator briefing guide

Wondering where to get an idea from?

An idea doesn't need to be a big creative concept. It could be a tagline, a product benefit, a hashtag, a trend, or even a piece of original audio. As long as it gives your creators something to creatively interpret.

Start with your product benefits

What benefits does your product have? Think about functional as well as emotional benefits.



Let's say you're selling a shampoo that makes people feel confident.



Ask a creator to:

Show us what 'confidence' means to you!

Start with your brand values

Take a look at your brand values, vision, promise or personality traits.



Let's say you're a personal finance app that helps that promises to make savings 'easy'.



Ask a creator to:

Dramatize how easy it is to save money with your app.

Start with a reels trend

Is there a Reels story type or evergreen trend that fits your brand well?



Imagine you sell handbags that are spacious, versatile and stylish.



Ask a creator to:

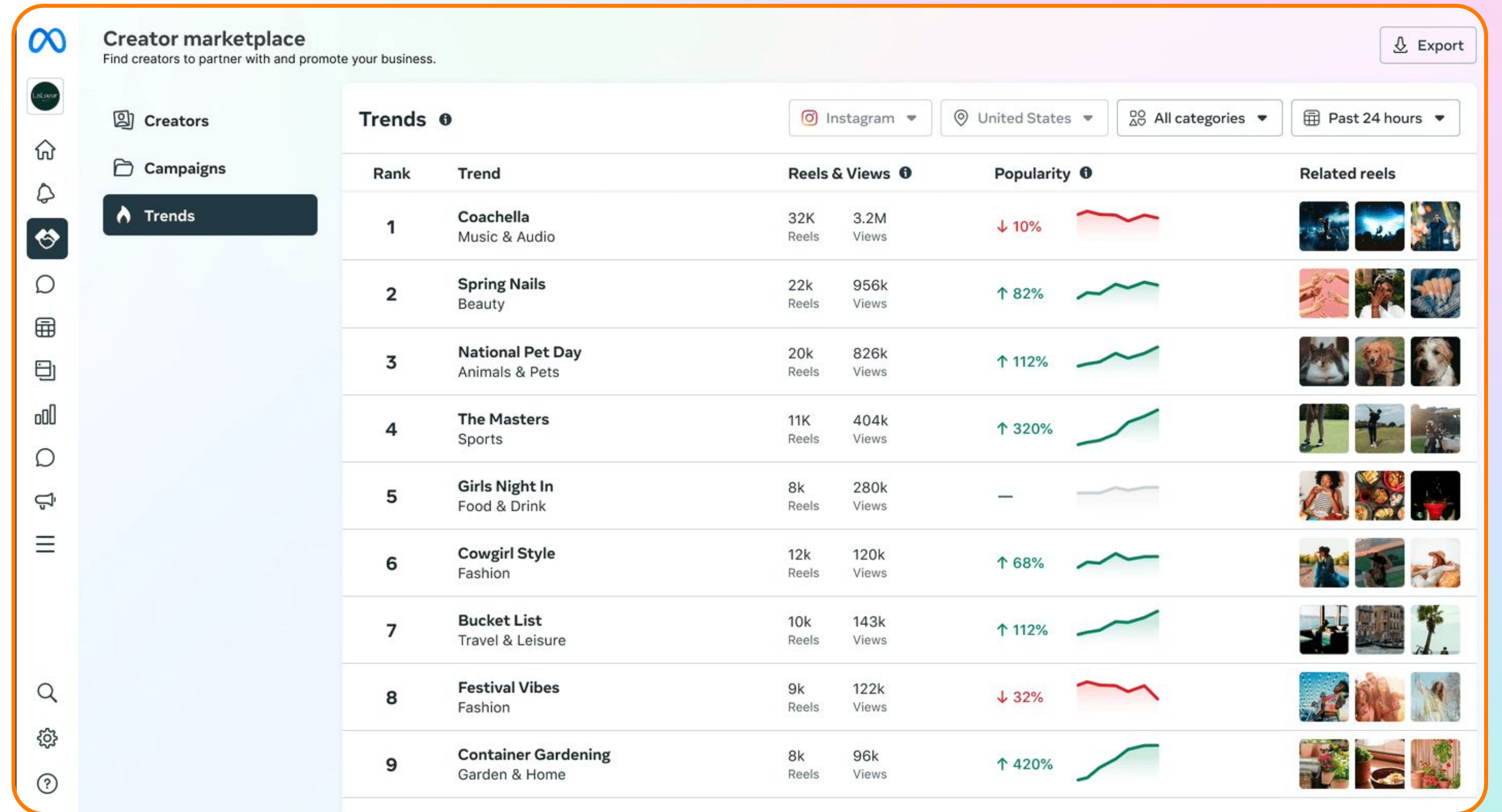
Use the 'get ready with me' reels trend and weave in your product.



Trends are now available on Instagram's creator marketplace

Find out what's trending on Instagram to inspire your content creation, or even creator selection. Check out our new trends tool in Instagram's creator marketplace.

[Learn more](#)



Trends ⓘ

Instagram ▼

United States ▼

All categories ▼

Past 24 hours ▼

Rank	Trend	Reels & Views ⓘ		Popularity ⓘ		Related reels
1	Coachella Music & Audio	32K Reels	3.2M Views	↓ 10%		
2	Spring Nails Beauty	22k Reels	956k Views	↑ 82%		
3	National Pet Day Animals & Pets	20k Reels	826k Views	↑ 112%		
4	The Masters Sports	11K Reels	404k Views	↑ 320%		
5	Girls Night In Food & Drink	8k Reels	280k Views	—		
6	Cowgirl Style Fashion	12k Reels	120k Views	↑ 68%		
7	Bucket List Travel & Leisure	10k Reels	143k Views	↑ 112%		
8	Festival Vibes Fashion	9k Reels	122k Views	↓ 32%		
9	Container Gardening Garden & Home	8k Reels	96k Views	↑ 420%		

Here's how to write a 'why you' for your creator

Without a clear 'why you', creators might not understand what you're looking for from them. Your 'why you' can be a paragraph or a sentence. Not a word person? Include one or two examples of the content that caught your eye.

A brief to a creator with a flair for situational comedy:

“ We live for your hilarious, witty and unapologetic POV . We love your never-sugar-coated, direct-to-camera, unscripted approach to content creation, and encourage you to bring as much of that to the creative as you can.

We're providing key messaging with very few mandates and hope that you will freestyle, riff, and ad-lib the way you do in all of your most viral videos. ”

A brief to a 'craft' creator specialising in beautiful, CGI videography:

“ Our team routinely obsesses over your content for its innovative fusion of tech, graphic design, and storytelling. Your ability to create engaging visual narratives that captivate and educate are the reason why we're so excited to work with you on this campaign.

Your signature aesthetic - visually stunning, interactive, forward-thinking - is exactly what we're looking for. ”

A brief to a creator with science-based subject matter expertise in beauty:

“ We love how you blend clinical expertise with warm, relatable approach to beauty - particularly the way you can break down the 'why' behind product performance. The vibe feels deeply rooted in expertise while also connected to a personal and unique POV.

Your credibility is gold to us. You make beauty feel smart, effortless, and aspirational without trying hard. ”

STEP

3

Top tips for briefing your creator

To let the creator's originality shine, it's important not to stifle them with a really tight script or to erode the entertainment value of a piece of content with too much jargon.

Do



Encourage your creator to use their own authentic voice - to do what they normally would in their own content.

Do



Keep it clear and simple so your creator understands what you need from the outset.

Do



Share any brand assets, key messages and important product information they'll need to know.

Do



Share royalty free sound collections with your creator, so they're working with commercially available audio from the start.

Don't



Don't ask them to communicate too many messages about your product - make sure you leave room for their personality to shine.

Don't



Don't ask your creator to develop content that's totally different to anything they've done before.



Pro Tip

Build b-roll footage or additional 'textural video' into your contract so you have more material to play with when it comes to editing

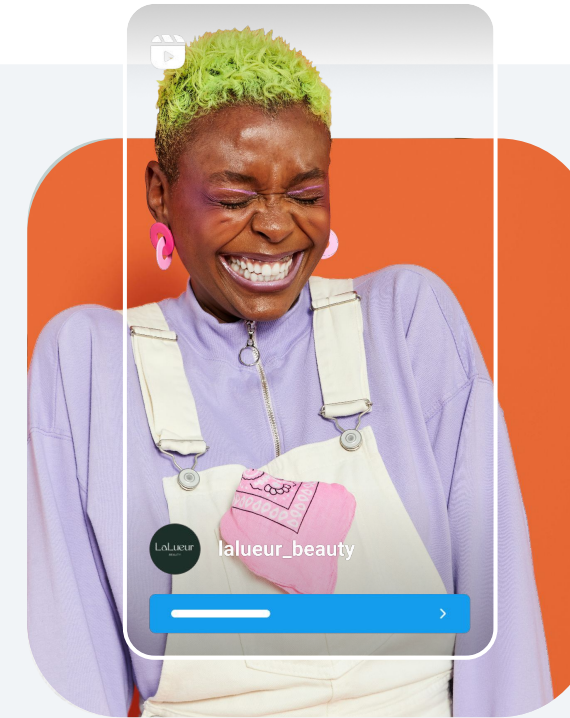
And finally, three small but important things you'll want to include in your brief for your creator



Audio usage rights

Creators can use trending audio in their own organic content, but not if their content is used in a paid partnership ad.

Remind your creator to use only original or royalty free audio. Sound Collection or the Reels audio library are great places to start.



The safe zone

In paid ads, the 'safe zone' (the area in the top half of the screen) is smaller than in organic Reels.

Remind your creator not to place any of your important messages outside of the safe zone. Share these safe zone checkers with your creator when you brief them.



Keep it pacy

If a creator's content is boosted as a paid ad, it'll be seen by people beyond the creator's following.

That means their creative content needs to work harder to capture and maintain attention. Keeping it succinct and entertaining in every single second is key.

Brief paid and organic together

Ensure all creator marketing stakeholders are connected for a fully integrated campaign.

Collect and share insights

Bring your insights together from many available sources and discuss:

- Social listening
- AI aggregation
- Gen trends
- Consumer trends
- Research and industry reports

Discuss KPIs and tests

Share what you want to test and learn in both paid and organic - what are your creative hypotheses and how can they inform paid and organic strategies?

Ideate together

Build ideas together:

- What will be the red thread or creative positioning for upcoming activity?
- How can organic activity complement paid and vice versa?

Select and brief creators

Identify if new creators need to be found to execute these ideas.

Where possible, select creators who are open to partnership ads (even for organic, and contract with the option to boost into paid. Brief them together.

Add creative elements

Always build for official [safe zones](#), even in organic. Avoid use of licensed music and leverage meta sound library where possible. Decide together on where and when to add extra branding and CTAs for paid assets and edit for brevity in paid.

Test and learn

Deploy your assets.

Identify opportunities to boost organic into paid through the creator content recommender, and add partnership ads to your BAU.

Analyse learnings from paid and organic based on hypotheses and feed into next rounds.

Download the briefing guide

The briefing process at a glance

The creative ask

Why you?

Tell your creator why you chose them for your campaign.

The ask

Briefly summarise what you're asking them to do.

The idea

Give your creator a 'frame' to work within, or an idea to interpret

Key messages

What's the single most important message you want your audience to understand?

Brand, campaign and product

Campaign objectives

Share what you're trying to achieve with the campaign and why.

Brand info

Provide details on the brand story or personality, and any assets such as logos or product shots.

Product info

Give your creator anything that's relevant for them to know about your product.

Deliverables, process & production

Reels ads best practices

Share some best practices for Reels ads that your creator might not be aware of.

The small print

Clarify important information about deliverables, budget, timings, approvals process and usage rights.



Why you?

You've chosen your creator because of their unique style, perspective or personality.

The last thing you want to do is lose that original quality, so let them know what it is you like about them, so they know what to lean into (and what not to lose while delivering the content you want).

Your 'why you' can be a paragraph or a sentence. Not a word person? Include one or two examples of the content that caught your eye. Or do both, like in this example here.

“We love your bubbly and cheeky personality and the way it shines through in your content. The playful creativity in this post, for instance, would really help us in repositioning La Leuer to a younger audience who know skin care is important, but don't want to take it too seriously”



Brand background

What is your brand about? What does it stand for? What is it known for? Does it have a story or a mission that's important to the way it is marketed? Who does it compete with?

Distil what's essential intel on your brand down to a short paragraph, a few sentences, or even a visual summary.

Consider providing your creator with a moodboard of your brand's visual language or personality to draw from. Is your brand like a breezy, sunny day? Or is it like a rollercoaster ride at Disneyland? Show them with imagery that brings that to life.

Do you have a visual theme that's specific to the wider campaign you're running? If so, give them some clues as to what that should look and feel like.

Brand history

La Leuer was founded in 1978 in Paris by a husband and wife team who saw a need in the beauty market for products that were made with natural and organic ingredients for all skin types. To this day, the brand only uses hand-sourced, sustainably produced ingredients in all our products.

Competitive Set

La Reve, Silkesse, Bright



Remember to collaborate!

Briefs are important, but they're just a start point. The most productive creator partnerships give creators the space to co-create with you, and to bring new ideas to the table.

[Download this handy briefing guide.](#)

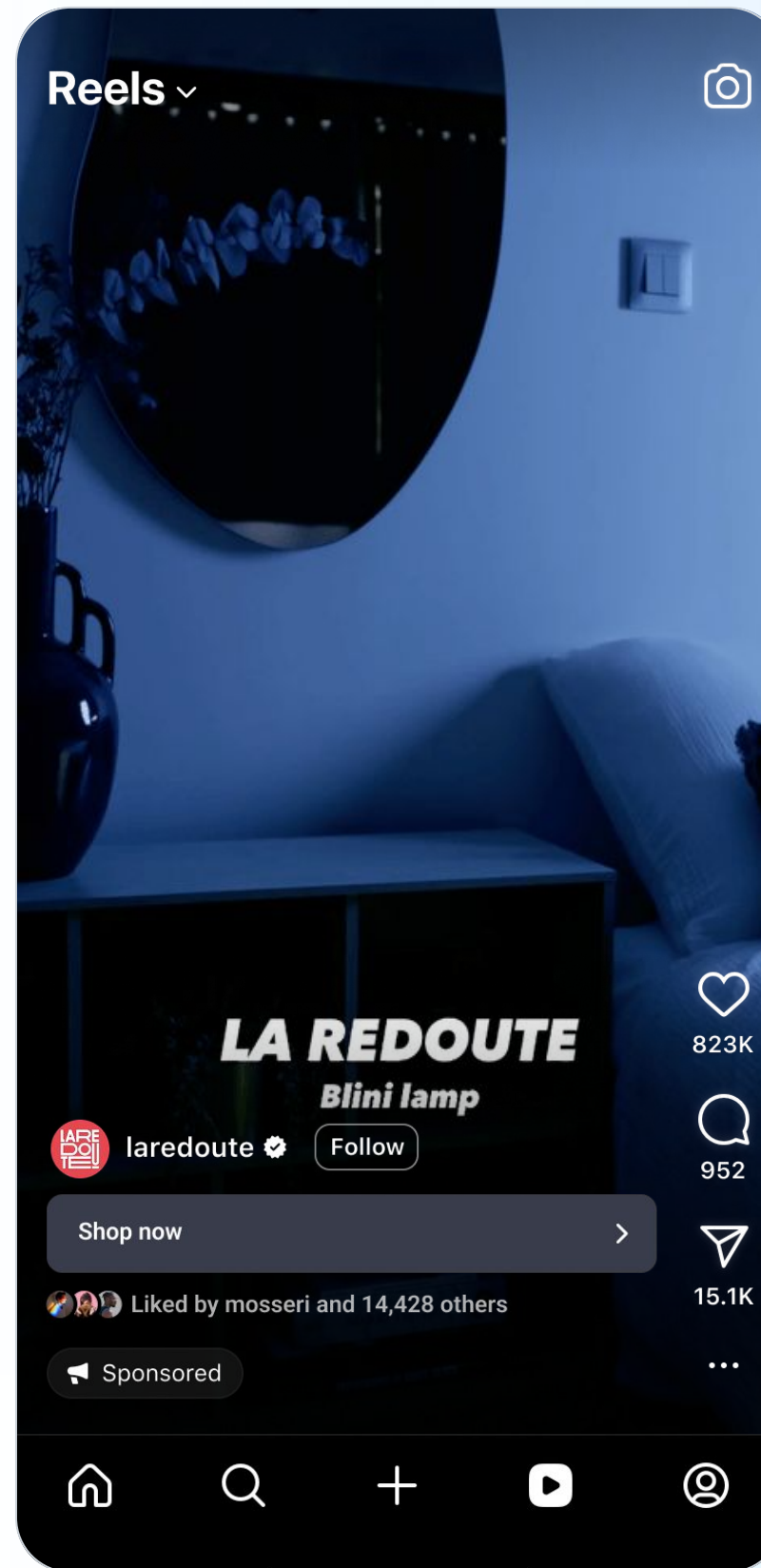
STEP

4

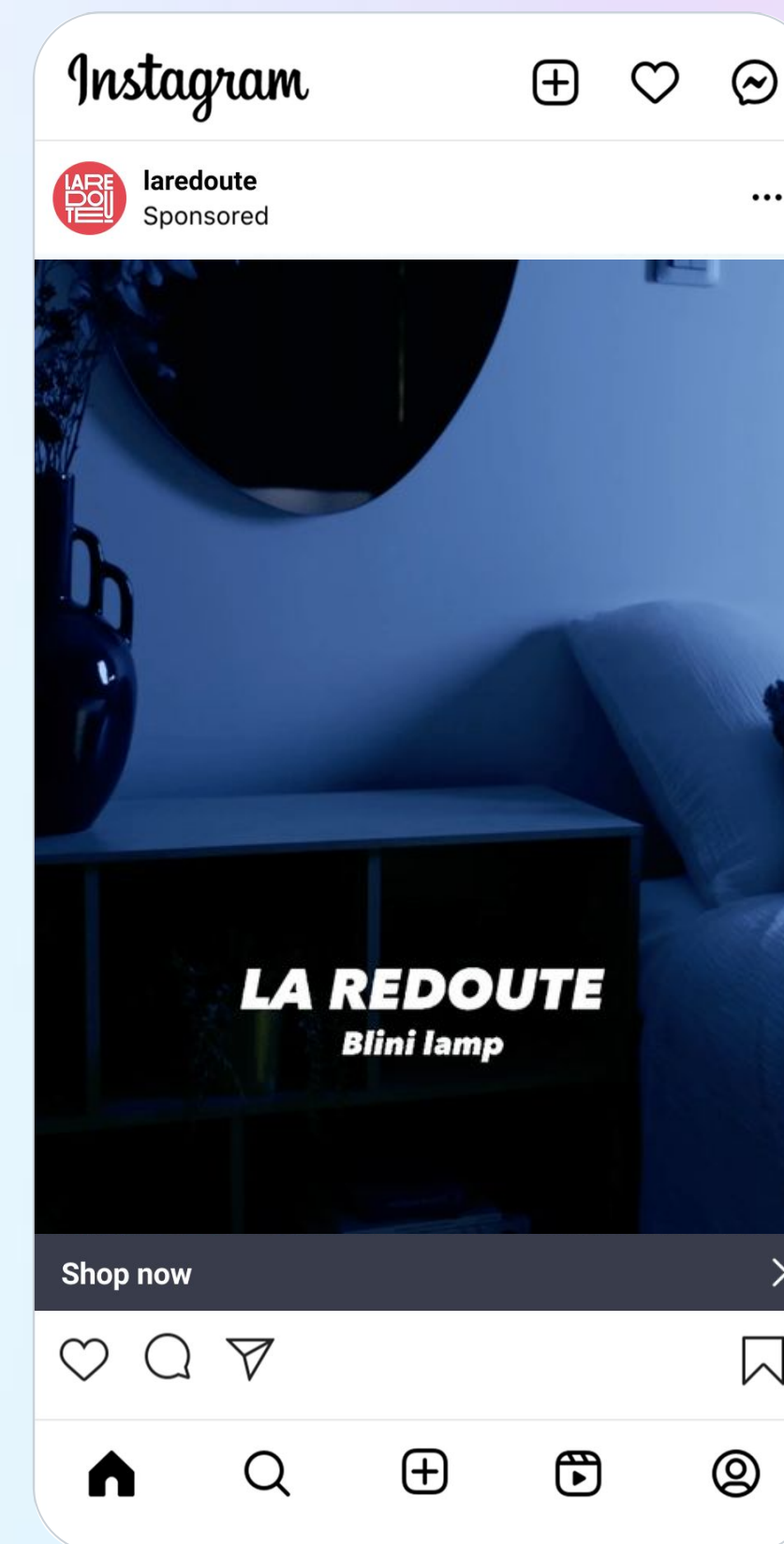
Editing & diversification



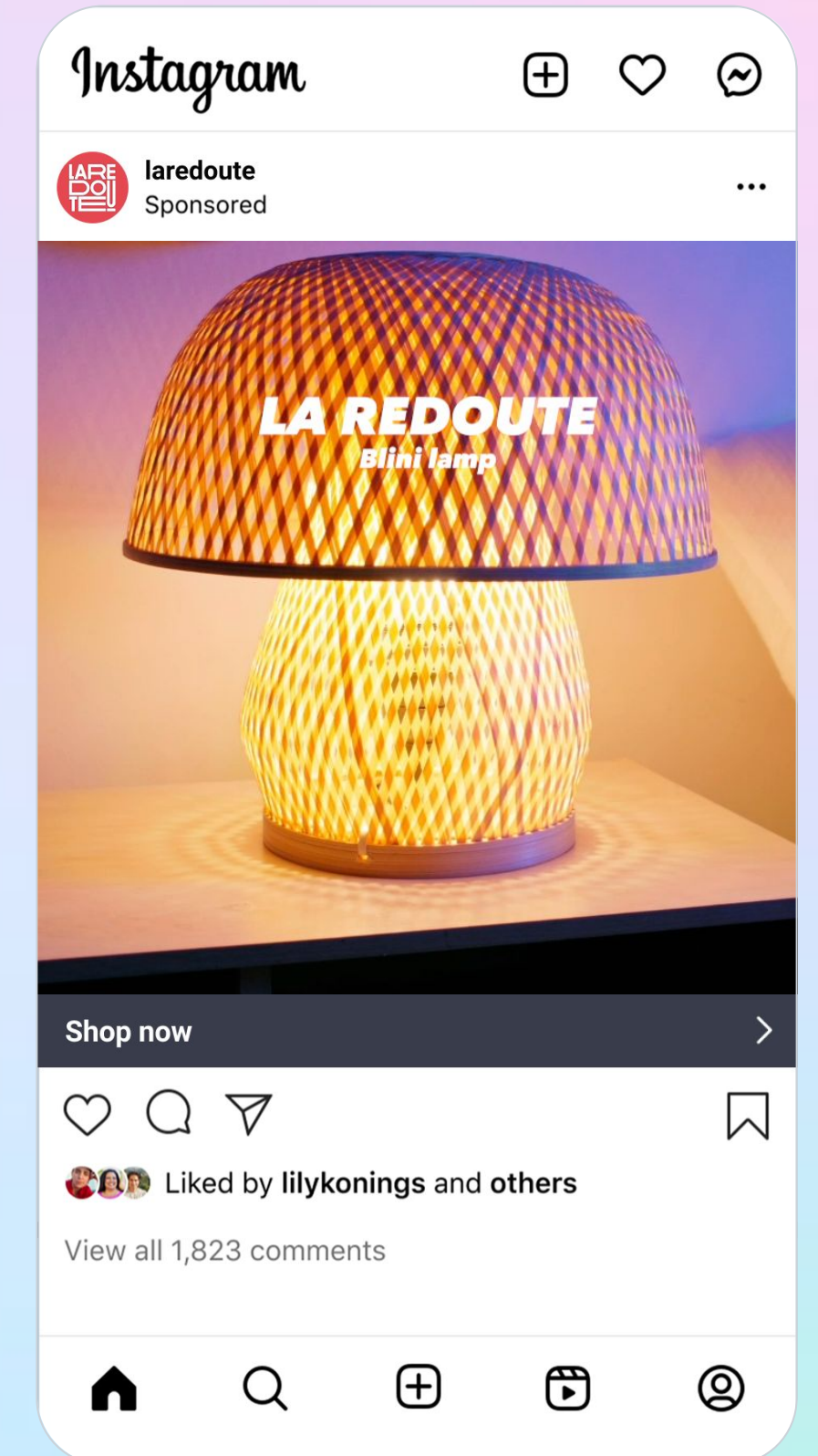
Ask your creator
to build for Reels,
then adapt their
content for other
placements



9:16 video

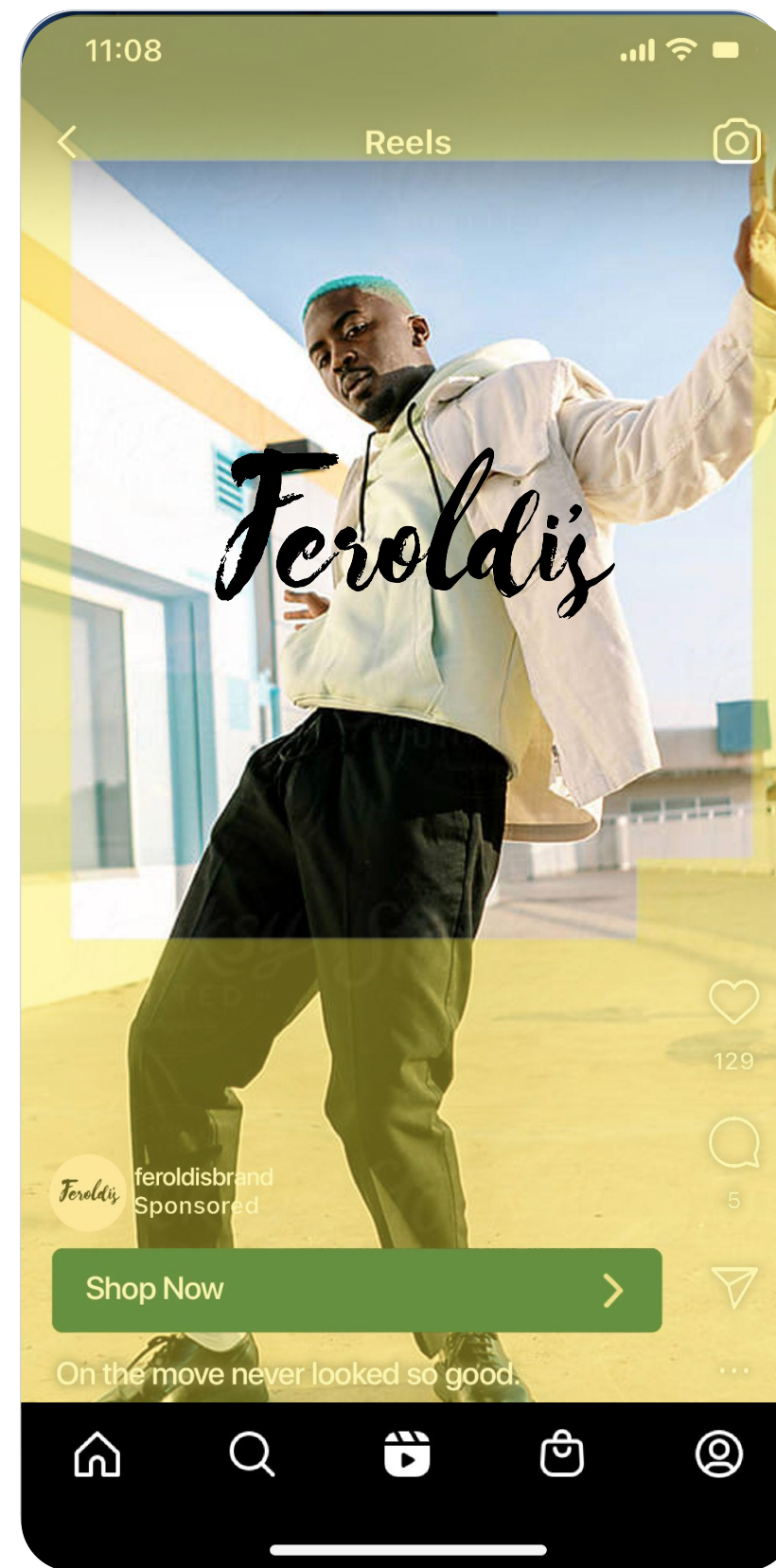


4:5 video



4:5 and 1:1 static

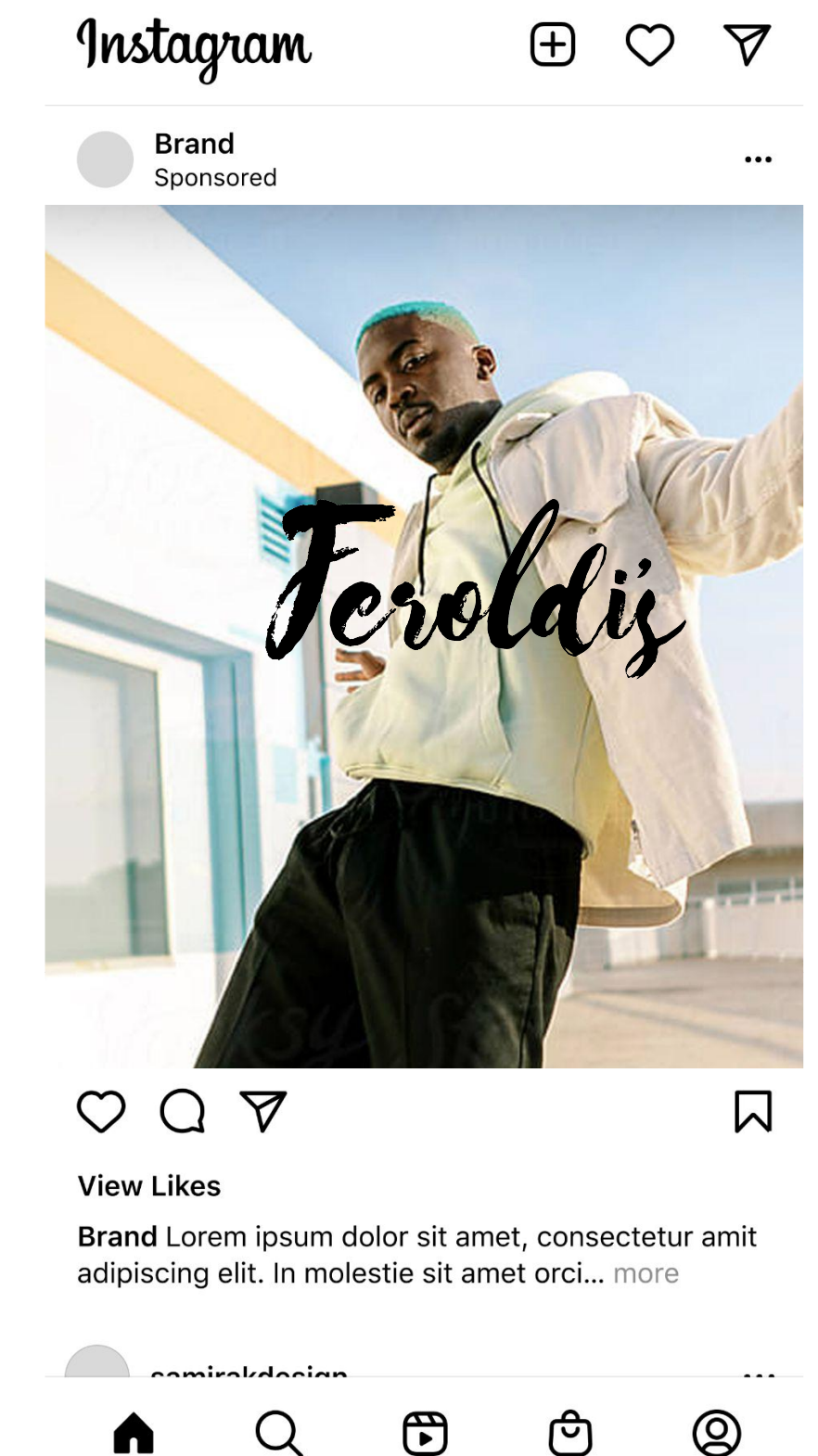
Adhere to the Reels safe zone to set your campaign up for optimal liquidity across all placements.



9:16
Reels



9:16
Stories



4:5 / 1:1
Feed

STEP

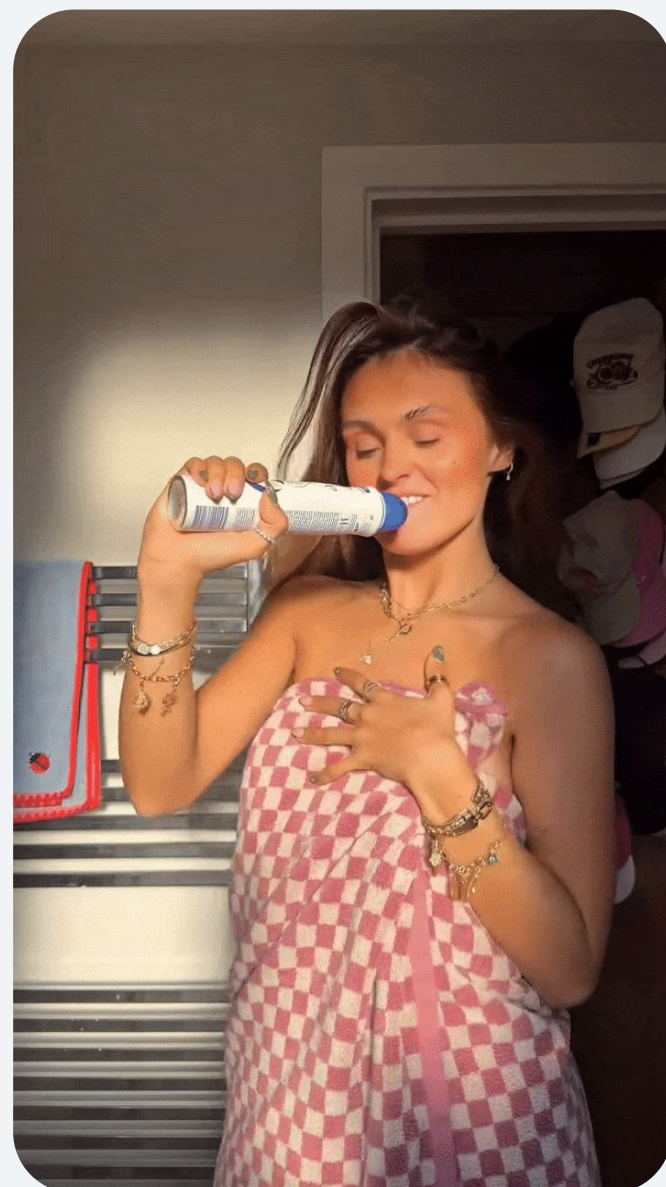
4

Add your creator assets into your regular campaigns or always-on strategies

Dove

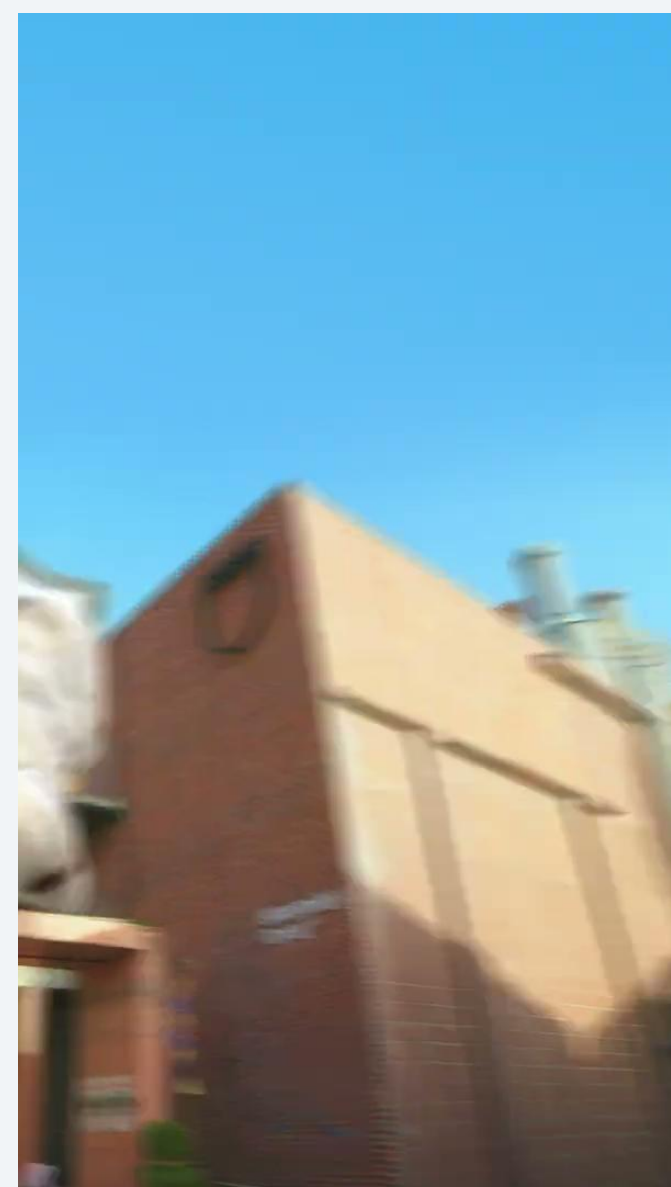


@brand



@creator

Bibigo



@brand

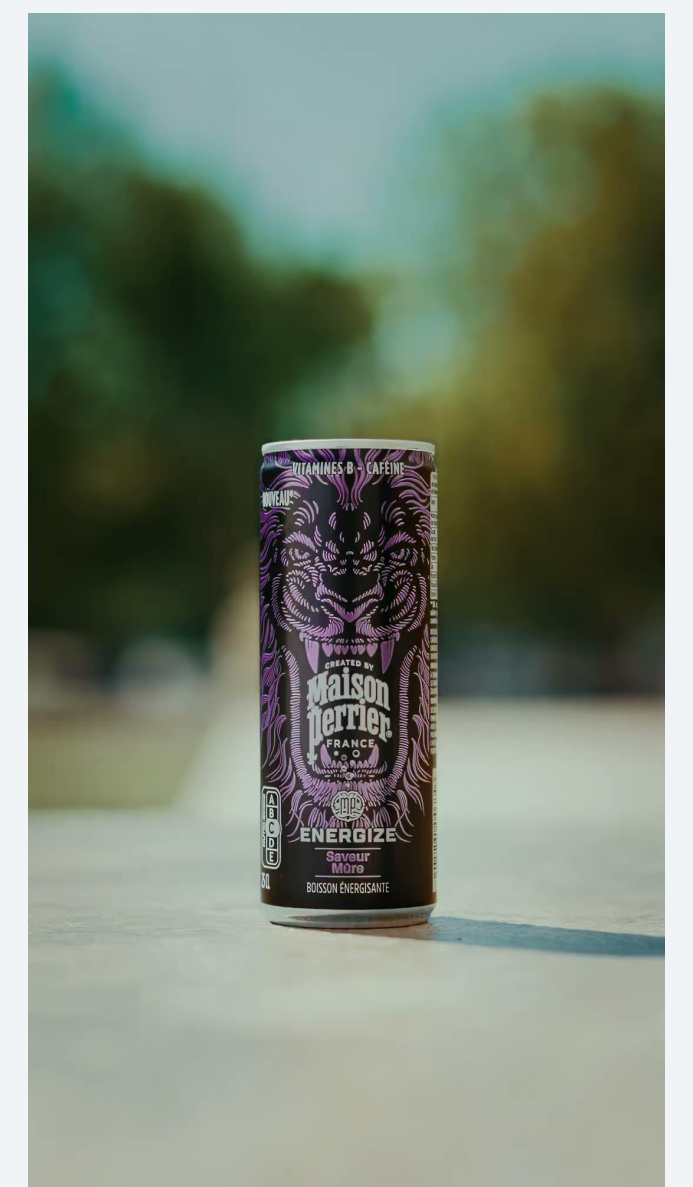


@creator

Maison Perrier



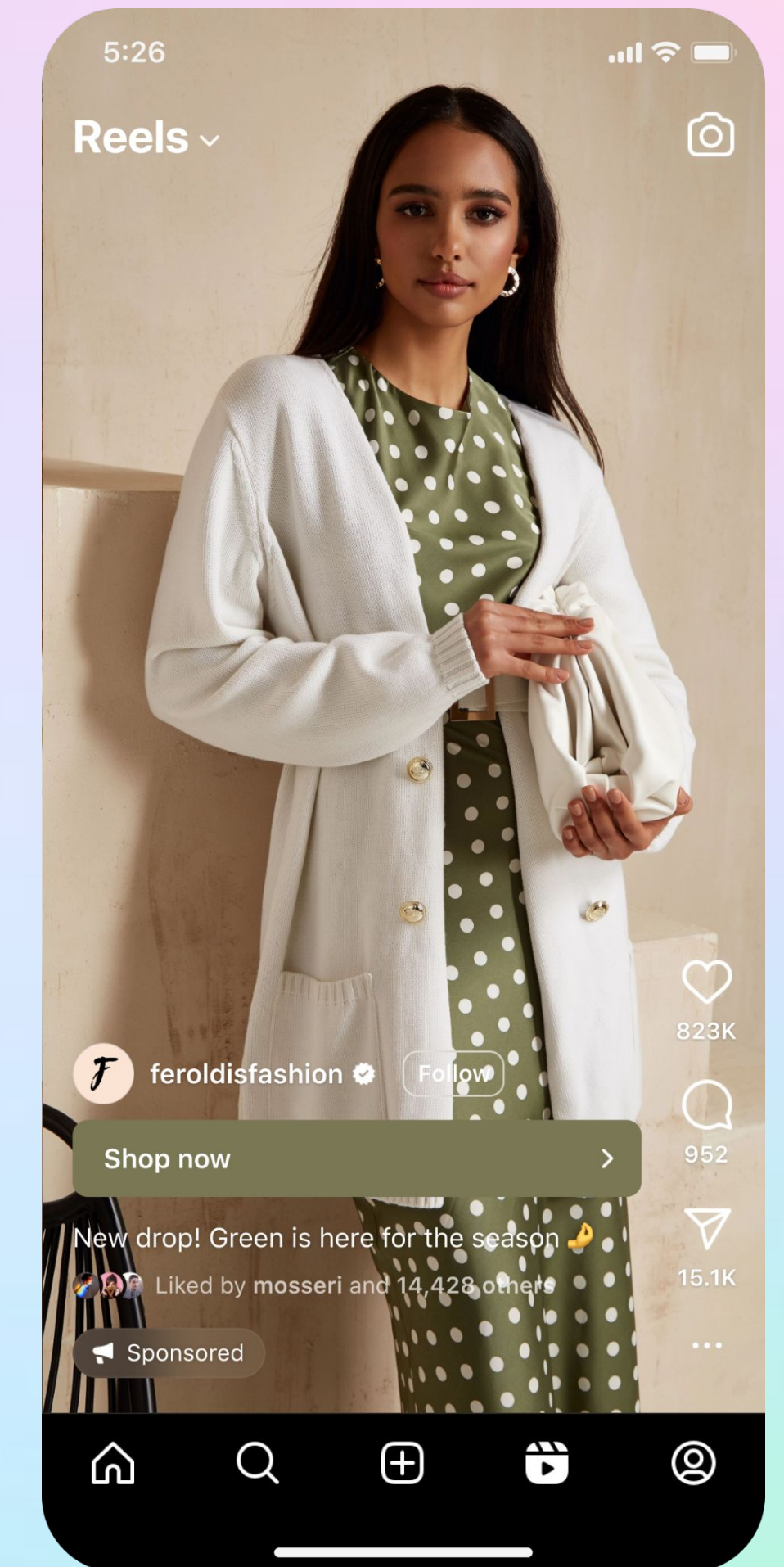
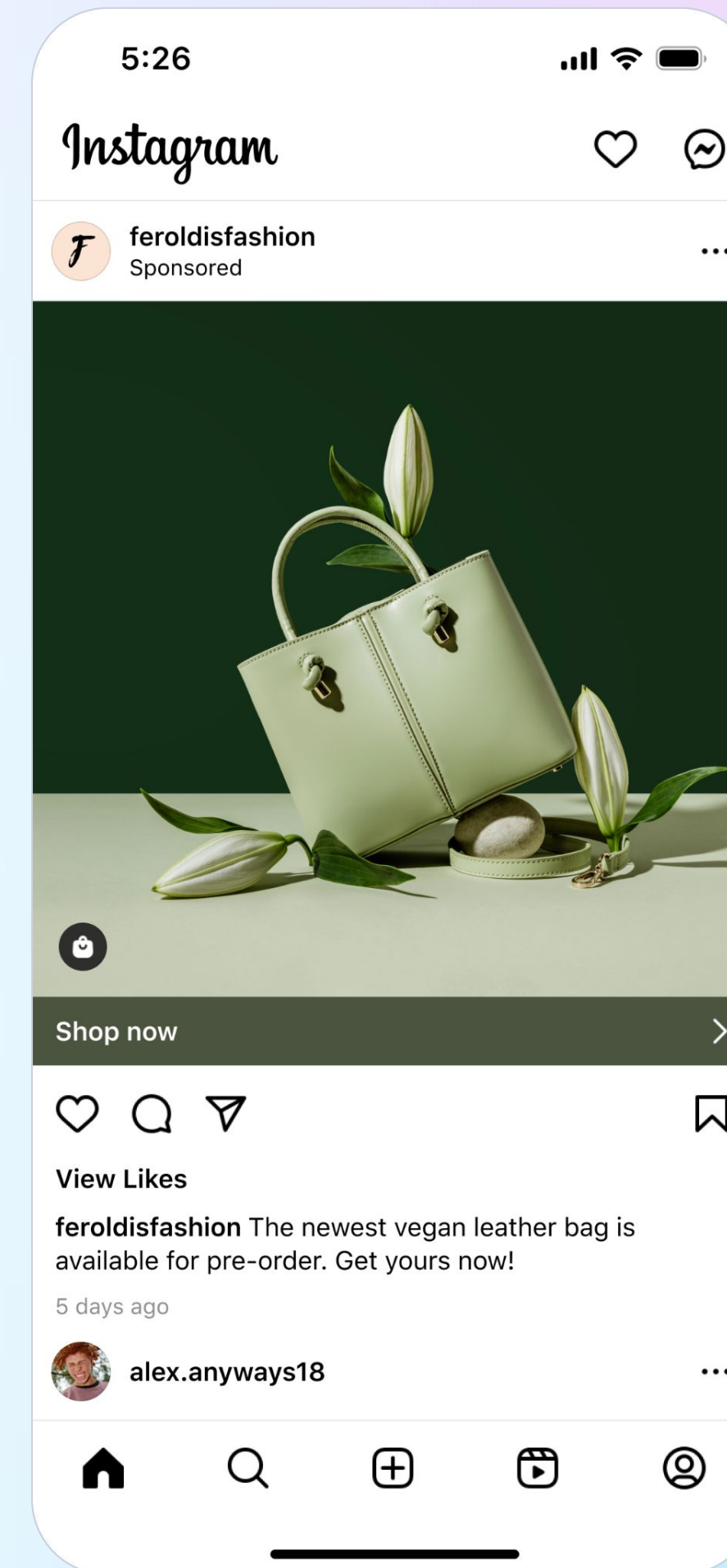
@brand



@creator

Aim for multi-placement, mixed asset campaigns

Diversifying ads placements, formats and creative concepts to maximize performance marketing across Meta technologies efficiency at scale



Case: partnering with creators to drive creative diversification



@misha_grimes



SHAVE
DOVE
DANCE
REPEAT

@beaussima



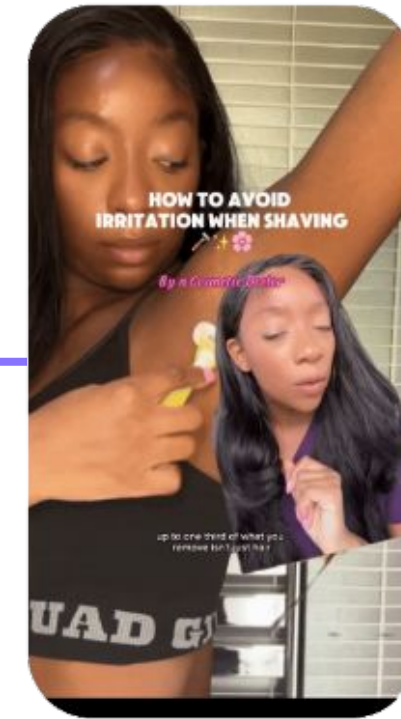
SHAVE
DOVE
MOM
REPEAT

@rikki



SHAVE
DOVE
GLAM
REPEAT

@doctor.nicolej



SHAVE
DOVE
CARE
REPEAT

(expert voice)

@jenyyyy_fit



SHAVE
DOVE
RUN
REPEAT

@sophjbutler



SHAVE
DOVE
GYM
REPEAT

SHAVE
DOVE
SHINE
REPEAT

SHAVE
DOVE
SMOOTH
REPEAT

SHAVE
DOVE
SLAY
REPEAT

SHAVE **DOVE** REPEAT

Case study library

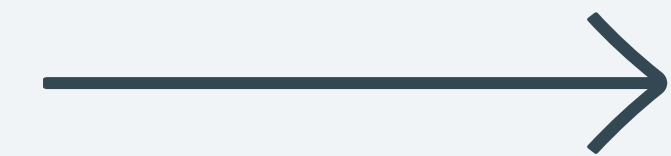
How clear business objectives have driven creator selection and creator briefing to result in effective campaigns.



MARC JACOBS

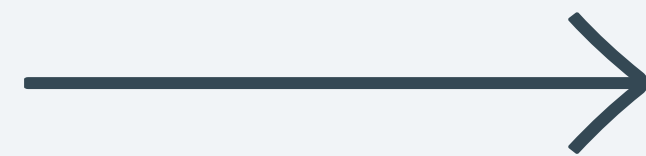
The Tote Bag seasonal campaign

Business objective



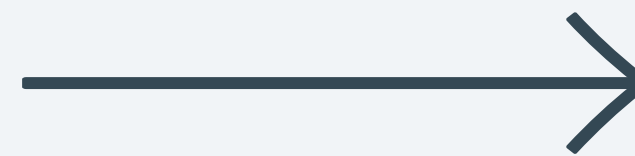
Breathe new life into a luxury icon as part of a full funnel campaign.

Creator selection brief

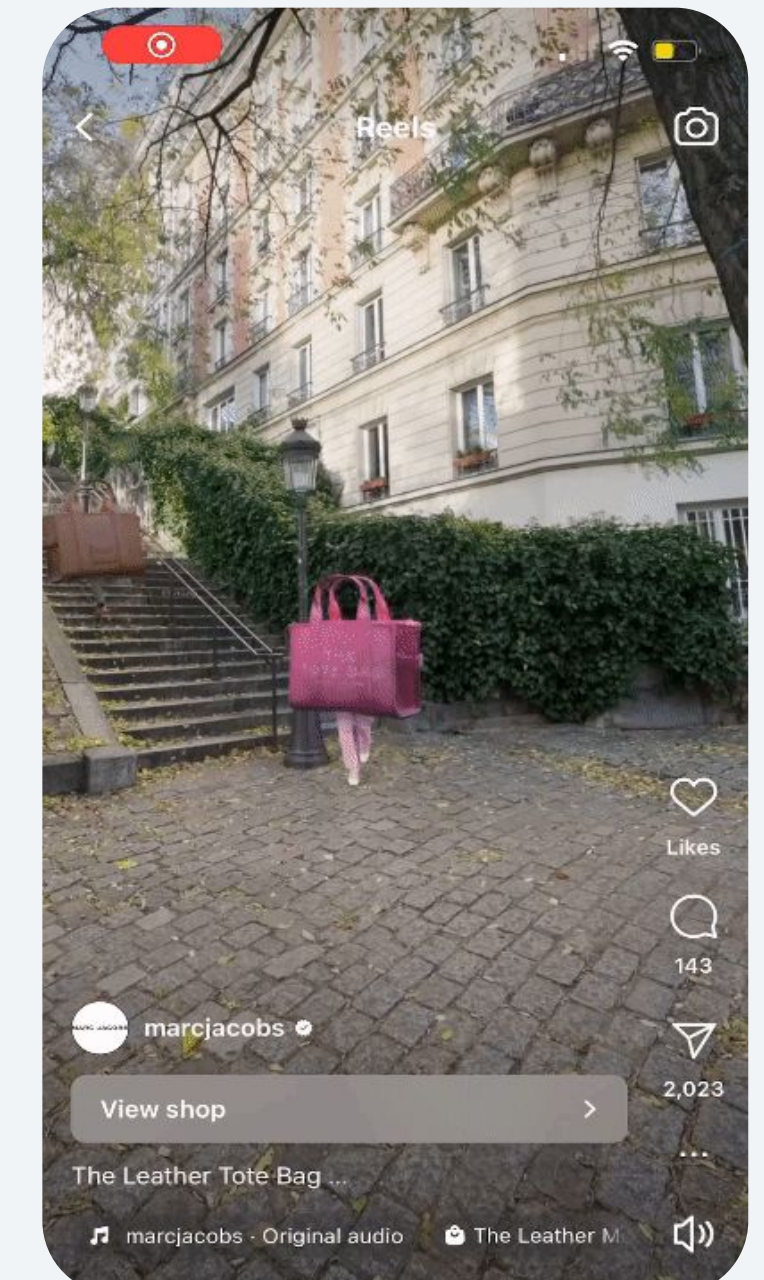
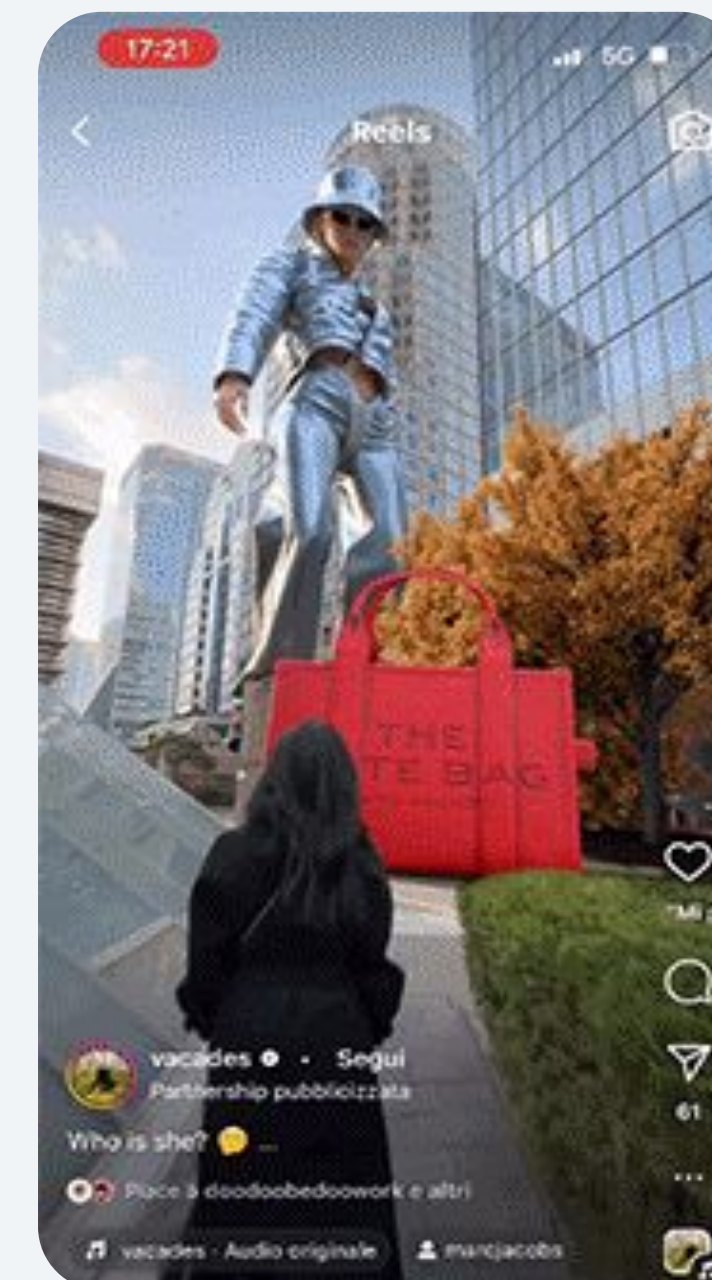
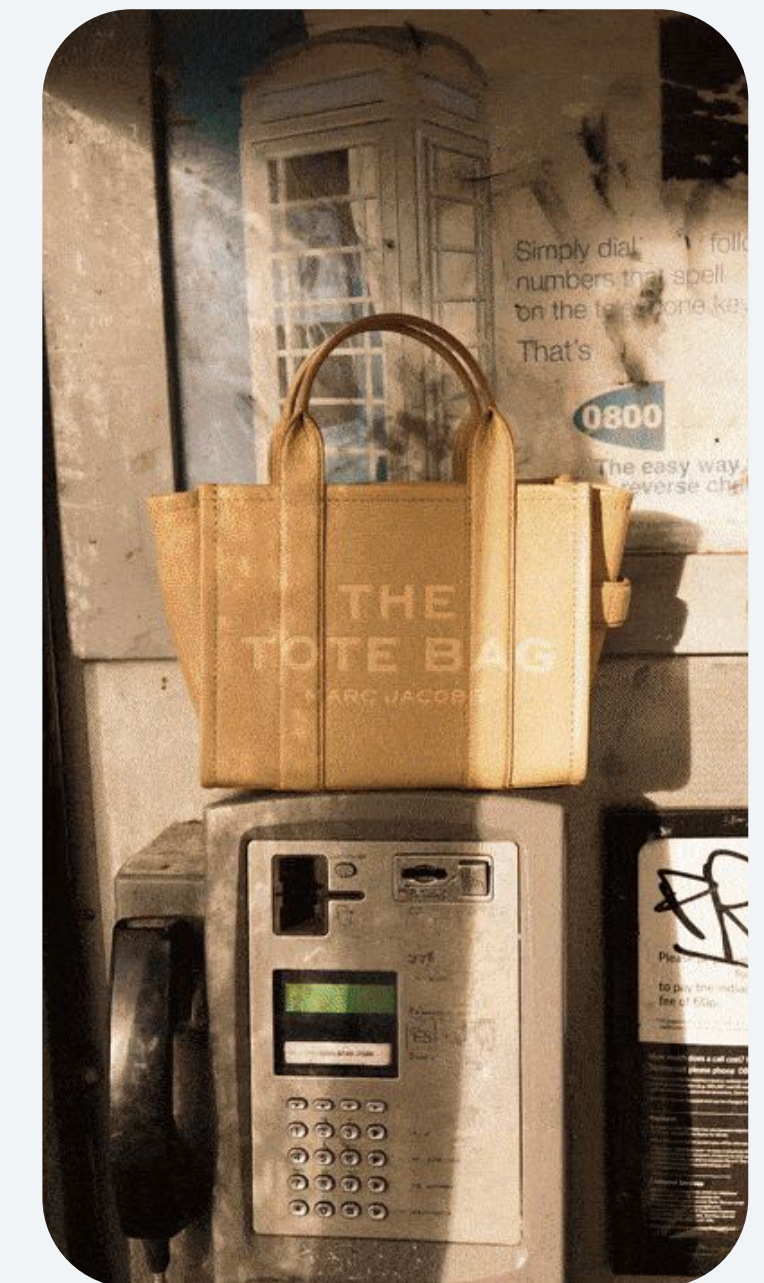
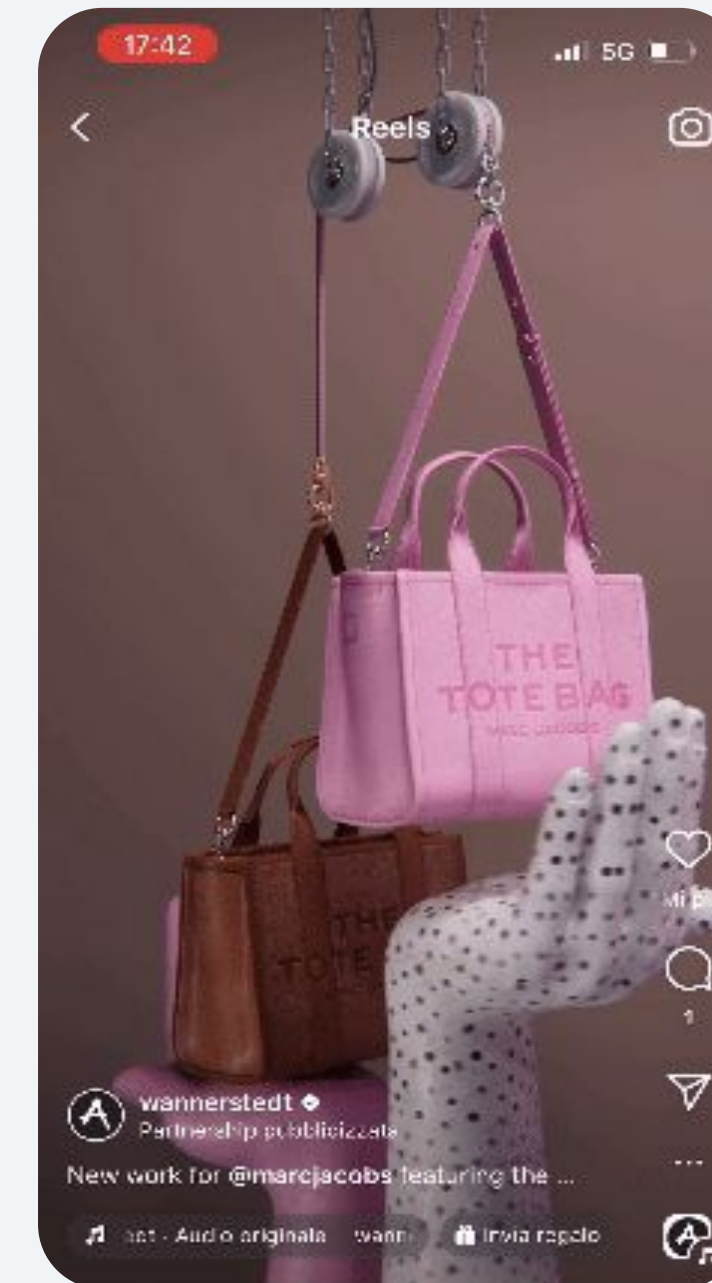


A mix of both personality-first 'influencers' with larger follower counts and smaller craft and hybrid creators with talent for native video editing and 'reality glitch' surrealism.

Creative brief



Visually interpret 2 of Marc Jacob's 5 brand values in platform-relevant ways, using The Tote Bag as a canvas.





H&M Summer campaign

Business objective



Drive relevance of H&M summer collection

Creator selection brief

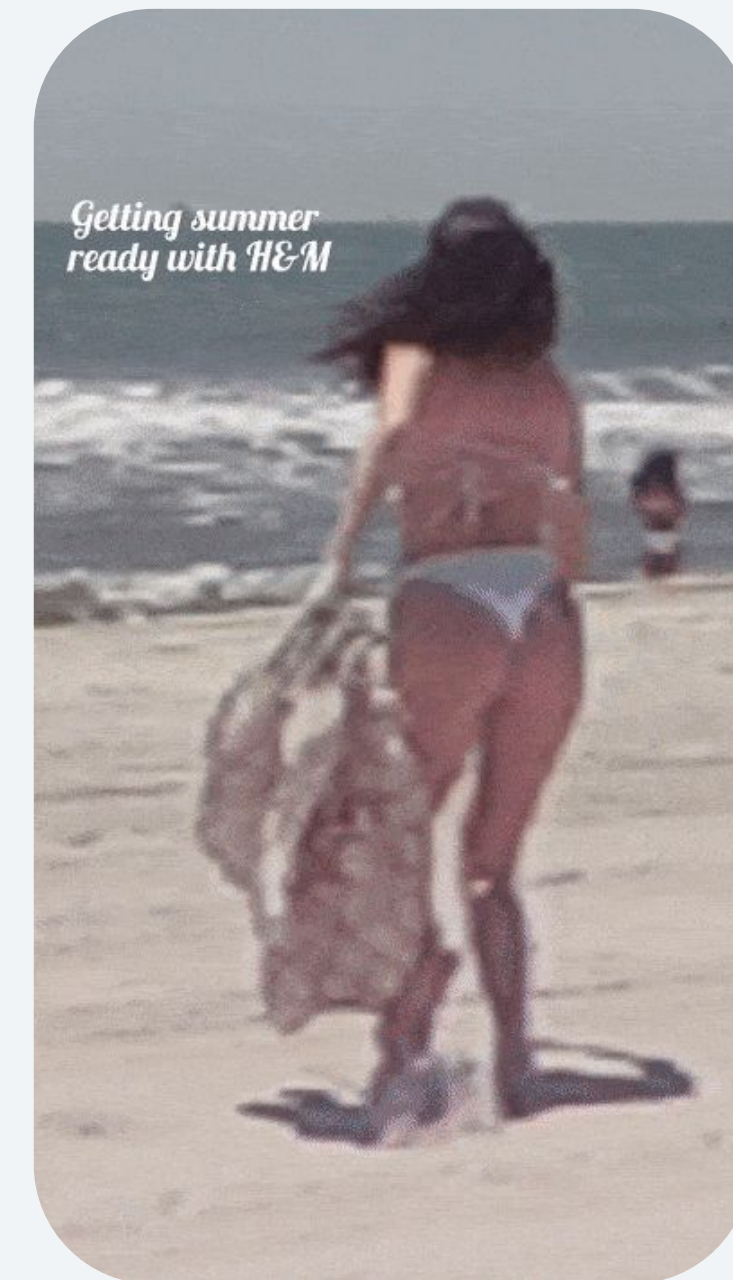
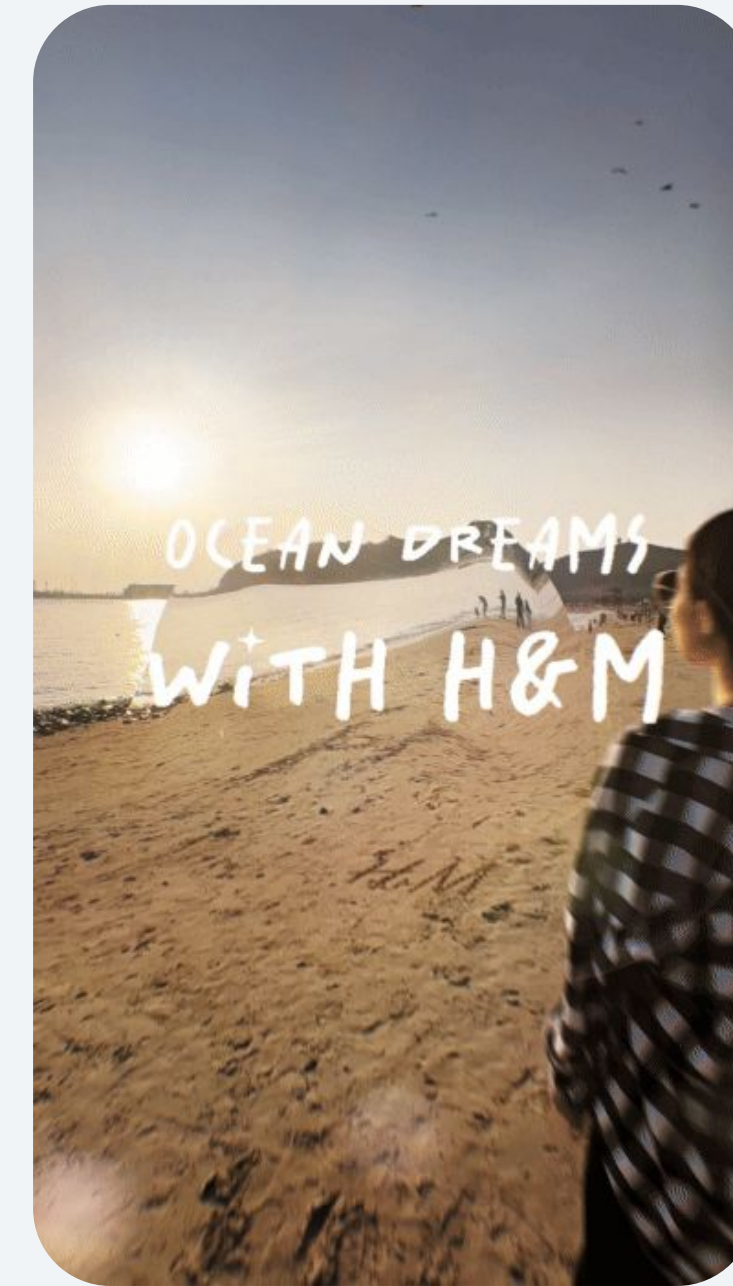


A range of creators with strong editing or CGI skills

Creative brief



Interpret the campaign idea of 'find your beach'





Ibis budget Brand campaign

Business objective



Translate functional benefits of a stay at an ibis budget into engaging stories for a new generation of budget-conscious travellers

Creator selection brief

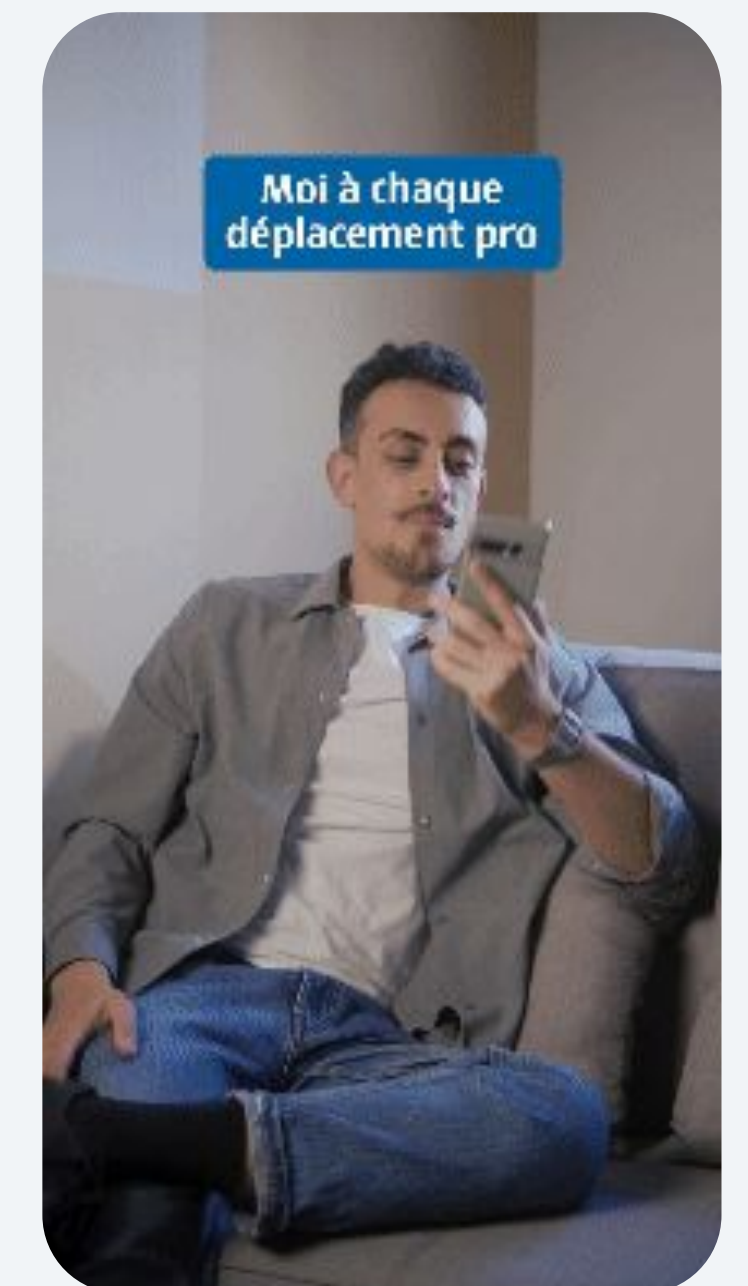


A relatable 'everyday', personality-first creator with lo-fi native video editing skills

Creative brief



Turn a product benefit into a relatable and entertaining story.



ABSOLUT.

Absolut: United by the beat

Business objective



Increase awareness and consideration of Absolut's association with Sunburn music festival in GOA, India.

Creator selection brief



4 high end creators with strong personality and craft skills.

Creative brief



Amplify each beat with bursts of vibrant colour using Gen AI creating unique pieces that stand out in an event-heavy season



Bibigo

BUSINESS OBJECTIVE

Revitalize
Bibigo’s brand
image post
rebrand and gain
relevance with a
younger
audience

CREATOR SELECTION BRIEF

A diverse mix
of creators
including
celebrities and
food
enthusiasts

CREATIVE BRIEF

“You can’t
resist the taste
of Bibigo”



Hera

BUSINESS OBJECTIVE

Drive brand awareness and conversions of the ‘sensual tinted shine stick’ lipstick

CREATOR SELECTION BRIEF

Smaller creators including beauty and fashion creators as well as adjacent creators from food and travel

CREATIVE BRIEF

“Shine gorgeous and sensually’



Every connection is an opportunity.
It's Your World.

