



## Influencer Brief

Please film a 15 second TikTok video

---

### Deliverables

1 x TikTok video

Song: **SONG NAME**

TikTok sound: **LINK TO SOUND**

### Things to Include *(if applicable)*

Hashtags: **CHALLENGE HASHTAG**

Artist Tag: **ARTIST'S TIKTOK HANDLE**

### Creative Direction

Outline the theme, tone and voice and any other relevant details of the challenge, and provide possible examples for how this could be executed.

### Rough Timing Guide *(if applicable)*

Provide a lyric by lyric breakdown of how you want certain visuals to sync with sound *(see example brief for more detail)*.

At frtyfve, we value creativity and want this video to fit well with your audience, so we encourage you to create your own spin on the challenge. Feel free to include any relevant trending hashtags in addition to the ones mentioned above.

# frtyfve

## Example Influencer Brief

Please film a 15 second TikTok video

---

### Deliverables:

1 x TikTok video

Song: Rocket Fuel, by DJ Shadow feat. De La Soul

TikTok sound: <https://vm.tiktok.com/WDCrRW/>

### Things to include:

Hashtags: #GetReadyYall

### Creative Direction

The theme for the challenge will be 'getting ready during quarantine'.

You'll have to create a funny video of yourself getting hype about mundane situations that take a different level of excitement during quarantine. Below is a guideline for how you should think about creating the video in relation to the individual lines in the song (lyrics in blue):

### Rough Timing Guide

Please have your visuals synchronized with the lyrics to the best of your ability:

*"Meaning credentials, best of both worlds"* → Beginning "Getting Ready" process (ex. person going into their closet or to their make-up station)

*"When we rocking over pearls in the instrumental"* → Getting ready (ex. picking out the outfit they're going to put on, applying make-up)

*"Are you ready?" / "Are you set?"* → Looking in the mirror / pointing camera at themselves

*"Ready" / "Set"* → Confirming to themselves or friend/family that they are ready

*"Jump to the rhythm as hard as you can go"* → Beginning the activity they've been getting ready for

*"Keep it steady (steady), to the let it rock (bet), turn it up we giving a show"* (**continuing into chorus**) -

Doing the activity or going into the outside world (ex. sitting in front of the TV in their fancy outfit (dress, tux, high heels, suit & tie, etc.), or at kitchen table for zoom call with full face of make-up on, or walking their dog outside)

At frtyfve, we value creativity and want this video to fit well with your audience, so we encourage you to create your own spin on the challenge. Feel free to include any relevant trending hashtags in addition to the ones mentioned above.