

Creator Brief

The one-page brief for Nepali brands

Fill in the brackets and send this to your creator before you agree a fee, so they price the right work. Everything here is the what. The idea, hook, wording and edit stay with the creator.

WHO AND WHY

Campaign name

Brand *Name, one-line description*

Contact for feedback *One name, phone, email*

Background *What is happening: launch, festival offer, new branch*

THE GOAL

Goal *Pick one. A Reel built for awareness cannot also carry a discount code and a sales pitch.*

☐ Getting seen ☐ Content we will reuse as ads ☐ Sales, sign-ups or visits

Audience *Age, city, interests, what they currently think or do*

One key message *The single thing the audience should remember*

THE CONTENT

Must-says *Maximum four*

1. _____
2. _____
3. _____
4. _____

Must-avoids *Claims, words, competitor names, visuals*

Language *Nepali / English / mix. Brand name spelling in Devanagari or Roman script.*

Deliverables *For example 1 Reel (30 to 60 sec), 3 Stories with link sticker*

THE RULES

Disclosure

This post must be labelled as sponsored using the platform’s paid partnership tool and a caption line, for example "Paid partnership with [Brand]" or #ad. Nepal’s National Advertising Policy 2026 makes self-declaration of sponsored and influencer content mandatory.

Sensitivities *Add any festival or current-events notes*

No use of the national flag, anthem or national heroes without review. No content that could offend religious or ethnic groups.

THE DEAL

Timeline *Draft by [date] · Feedback within [X] working days · Post on [date]*

Revisions *One or two rounds, one named approver*

Usage rights *For example Meta paid ads from brand page, Nepal only, 30 days from posting*

Exclusivity *For example none, or no competing sunscreen brands for 30 days*

Payment *Rs. [amount] · [50% on signing, 50% within 7 days of posting] · [method] · TDS [yes/no, rate]*

Reporting *Screenshots of views, reach, saves, shares and clicks, 7 days after posting*

CREATIVE FREEDOM

The idea, hook, wording, setting and edit are yours. We trust you to know your audience.

That last line matters more than it looks. It tells the creator you hired them for their judgement, and they usually repay it with their best work.