



Standard brief — 12 live productions

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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214 briefs reviewed · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for demonstration. **A brief is the written order for a piece of content: subject, angle, audience, format and what it must achieve.** The findings below come from reading the **214 briefs** filed over three years and the successive versions of the content they produced.

What an incomplete brief costs — the measurement

Population of briefs	Share	Rounds of rework per piece	What it represents
No target query, no list of derivatives	61 %	2.4	Rewriting doesn't come from the writing, it comes from the order
Complete on delivery	39 %	0.8	The writer writes once
Measured gap	—	1.6 avoidable rounds	19 rounds across the 12 live productions

The eight boxes of the standard brief, and who fills them

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

Box	Filled by the agent from	Left to a human
Advertiser and editorial voice that applies	Document store, advertiser record	—
Format and target length	History of content of the same type	—
Target query and associated queries	Search volumes, current positions	Arbitration if two queries exclude each other
Derivatives expected	The advertiser's active channels	—
Content already published on the subject	3,120 indexed pieces	Decision to rework or write afresh
Permitted sources	Documents opened by the advertiser	Opening a new source
Measurable objective	Nothing establishes it — box left visible	Missing on 7 of the 12 briefs
Approver on the advertiser's side	The contract, when it names one	Missing on 4 of the 12 briefs

The boxes the agent cannot fill stay visible: that is their entire purpose. A brief pre-filled to 100 % with plausible values would produce exactly the flaw it claims to fix — content written on an invented order.

The 12 live productions

Production	Advertiser	State of the brief	What is missing
Article “solar power for small businesses”	Helianthe Énergies	Completed	One savings figure to be established

Production	Advertiser	State of the brief	What is missing
Service page "installation"	Helianthe Énergies	Completed	—
2 ad scripts, 20 s / 30 s	Helianthe Énergies	Completed	—
Series of 4 articles on compliance	Clairval Santé	Incomplete	Measurable objective, approver
Monthly newsletter	Institut Peyrelade	Completed	—
8 further productions	6 advertisers	6 incomplete	Measurable objective (6), approver (3)

For the editorial director to settle

Boxes made mandatory before a production is launched: _____

Delay after which an incomplete brief is returned to the advertiser: _____

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