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

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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

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

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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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> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-ia-redaction-creation-contenu

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deployment chosen.