

1. Business Brief

- **Media** (platform/medium where music will be used)
- **Term** (duration of usage rights)
- **Territory** (geographical regions for usage)
- **Scripts** (associated content/copy)
- **Lengths, Cutdowns, Versions, Adaptations** (different formats needed)
- **Extras** (PR, Reel, Co-branding opportunities)
- **Options** (additional optional elements)
- **Budget**
 - Can be ranges (e.g., \$10k-\$50k)
 - Can be multiple tiers (e.g., some tracks for \$10k, some for \$50k)
 - If missing, agent must ask if it's generally low or high budget

2. Creative Brief

The agent must extract and enhance poorly written briefs by identifying:

- **Keywords** (mood, style descriptors)
- **Reference Tracks** (examples of desired sound)
- **Descriptions** (detailed creative direction)
- **Lyrics** (if specific lyrics are needed)
- **Structure** (song arrangement preferences)
- **Instruments** (specific instrumentation requirements)
- **Genres** (musical style categories)
- **Storyboard/Script** (visual narrative elements)
- **Directors Interpretation** filming and editing style
- **Film/Video content** (associated visual materials)

3. Contextual Brief

- **Brand or brand category**
- **Story** (narrative context)
- **Music performance** (how music will be performed/presented)
- **Brand attributes** (values, personality)
- **Audience preferences** (target demographic insights)

4. Technical Brief

- **Length** (specific duration requirements)
- **Musical attributes** (rare but important when specified)

- **Process** (e.g., "we will record something over it")

5. Deliverables & Deadlines

- **Submission** deadlines
- **General deadlines:**
 - PPM (Pre-Production Meeting)
 - Shoot dates
 - Offline edit
 - Online delivery
 - Final delivery

6. Competitive Brief

The agent must analyze competitive landscape:

- What else the client is doing or could do
- What this means for the project strategy
- Examples:
 - High Budget Song Search → could also go for mid-level/affordable track or composition
 - Affordable track → could also go for reference, bespoke, or library music
 - Creative Brief → could change key elements (e.g., old vs. new songs)
 - Competitor could win with wildcard approach
 - Multiple Parties → could affect mailouts or create quote request complications

Additional Key Requirements:

1. **Missing Information Handling:** The agent must identify what's missing and ask for it
2. **Quality Enhancement:** For creative briefs that are "very badly written," the agent must create a great brief from poor input
3. **Client Information:** Extract client name and who the brief was received from
4. **100% Creative Fulfillment:** The agent must ensure briefs are structured to achieve 100% creative expectations, never 90%
5. **Strategic Analysis:** The agent should identify opportunities for alternative approaches and "push boundaries" beyond what's explicitly requested