

Creative Brief: AI Discoverability Press Release Demo

Overview

This document contains the full creative brief and detailed screen-by-screen specifications for the Jordan Lee Campaign Press Release AI Discoverability Demo.

Goals

- Show how editors improve press releases for AI discoverability.
- Demonstrate fact completion, sourcing, structured data, and narrative enhancement.
- Maintain a Notion-like interface in 16:9 screen frames.

Screen Specifications

1. Starting Draft – Score 41
2. JSON-LD Terminal View – Missing facts in red
3. Fact Checklist – Question marks for missing data
4. Job Count Modal – Fill-in + 3 alternatives
5. Updated Prose with Job Count
6. Investment Modal – \$225M + alternatives
7. Updated Prose with Investment
8. Start Year Modal – 2028 + alternatives
9. Updated Prose with Start Year
10. Source Modal – 3 source options
11. Score Jumps to 94
12. Final Release Text
13. Final JSON-LD
14. Quadrant Comparison
15. Why 94 Not 100

Copy and UX Rules

- Prose left, suggestions right.
- JSON-LD uses green terminal aesthetic.
- Missing fields in red.

- All modals centered with clear actions: Insert, Skip, Ask Team.